

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES

74th YEAR

DECEMBER 1951

C. E. BICKFORD & CO.

COFFEE BROKERS



Season's Greetings

NEW YORK
88 Front St.

NEW ORLEANS
427 Gravier St.



Headquarters Building of the National Federation of Coffee Growers of Colombia in Bogota



Holiday Greetings


from the Growers of

COLOMBIANS



**NATIONAL FEDERATION
OF COFFEE GROWERS OF COLOMBIA**

Member of Pan American Coffee Bureau
120 WALL STREET • NEW YORK 5, N. Y.



**Best wishes for a
Merry Christmas ... and
a Bright New Year...to
our many friends in
the coffee trade.**

J. ARON & COMPANY, INC.

Direct Representation

SANTOS • RIO de JANEIRO • PARANAGUA

**NEW YORK
CHICAGO**

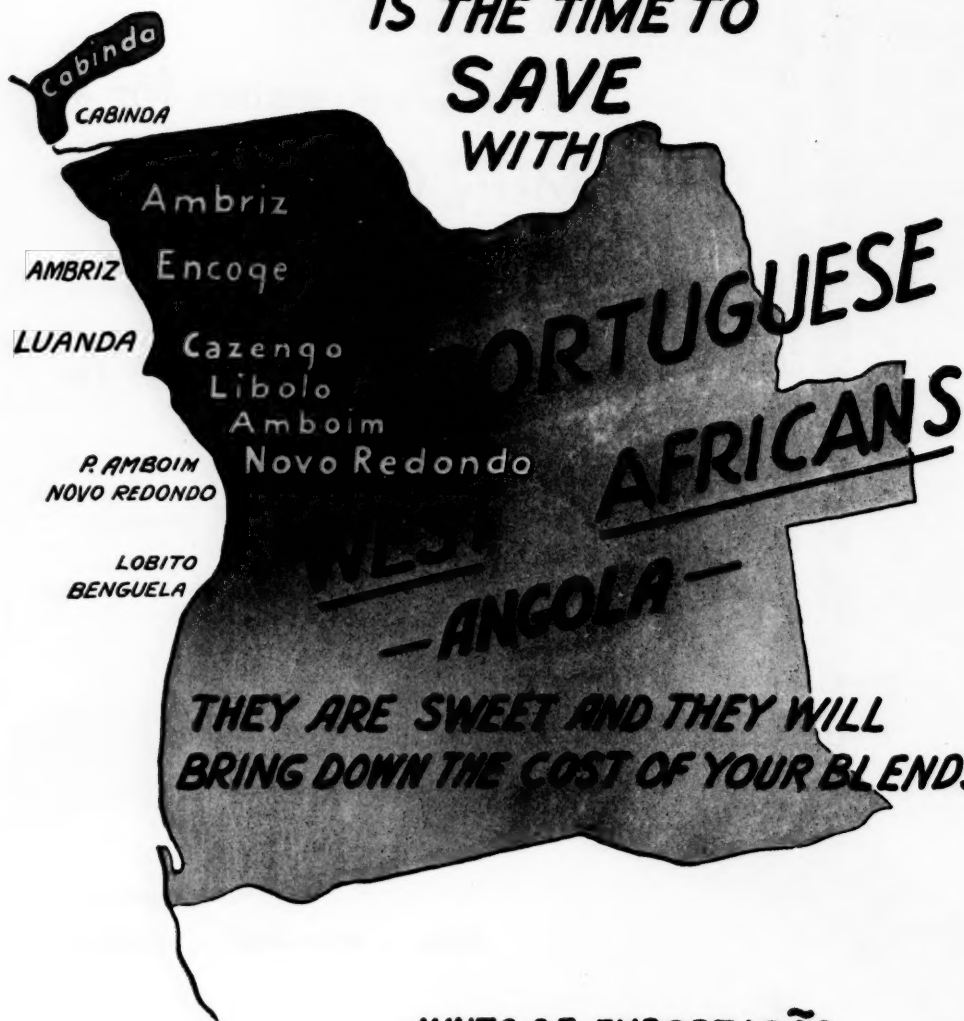
**NEW ORLEANS
SAN FRANCISCO**

Offices of Representatives in Coffee
Producing Countries all over the World

NOW

**MORE THAN EVER
IS THE TIME TO**

**SAVE
WITH**



**JUNTA DE EXPORTAÇÃO
DO CAFÉ**



Head Office:

Rua Augusta 27, Lisbon Portugal

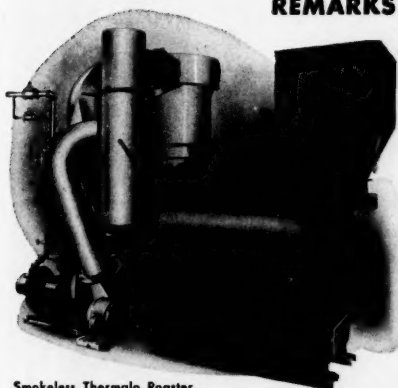
Branches: Cabo Verde • S. Tomé • Angola

Mauricio

REPORT *on Engineering Progress*

SUBJECT: BURNS COFFEE ROASTERS

REMARKS: Steady progress . . . outstanding new developments:



Smokeless Thermal Roaster

(a) **SMOKELESS BURNS ROASTERS** (Besides offering these new, we can convert existing installations to SMOKELESS operation.)

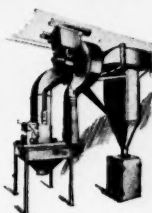
(b) **AUTOMATIC CONTROLS** for all BURNS Roasters—control of gas and water; important safety features; automatic feeding of green coffee and operation of cooler, if desired.

(c) **CONTINUOUS ROASTERS**—repeat orders indicate growing acceptance.

Consider **SMOKELESS** and **AUTOMATIC** Roasters now for best operation and future requirements.



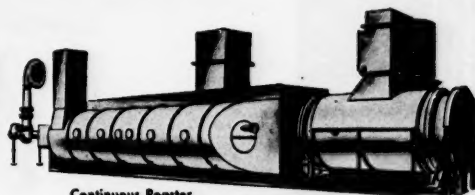
Stirflex Cooler



Green Coffee Cleaner



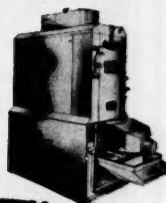
Stoner



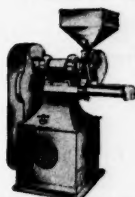
Continuous Roaster



Keenan Collector



Paired-Roll Granulator



Compactor Mill



True-Flow Bin

And for a perfectly integrated plant, we offer along with BURNS roasting assemblies, a full line of BURNS-engineered complementary equipment such as:

Keenan Chaff and Dust Collectors

Elevators

Paired-Roll Granulators

Green Coffee Cleaners

Compactor Mills

Green Coffee Blenders

True-Flow Bins

Conveyor, Distributor and Storage Systems

MEMBER OF
NCA

JABEZ BURNS & SONS, INC.

11th Avenue at 43rd Street • New York 18, N. Y.

DESIGNERS AND MANUFACTURERS OF PROCESSING EQUIPMENT FOR THE FOOD INDUSTRY: COFFEE, TEA, COCOA, PEANUT BUTTER, NUTS, MALT, CEREAL PRODUCTS ETC....CONVEYING AND STORAGE EQUIPMENT • TESTING EQUIPMENT

Engineers
SINCE 1864

*Wishing you happiness
at Christmas
and through-out the
coming year*




Gordon W. Voelbel Henry M. De Hos

Gordon W. Voelbel Co., Inc.

103 Front St.

New York 5, N. Y.



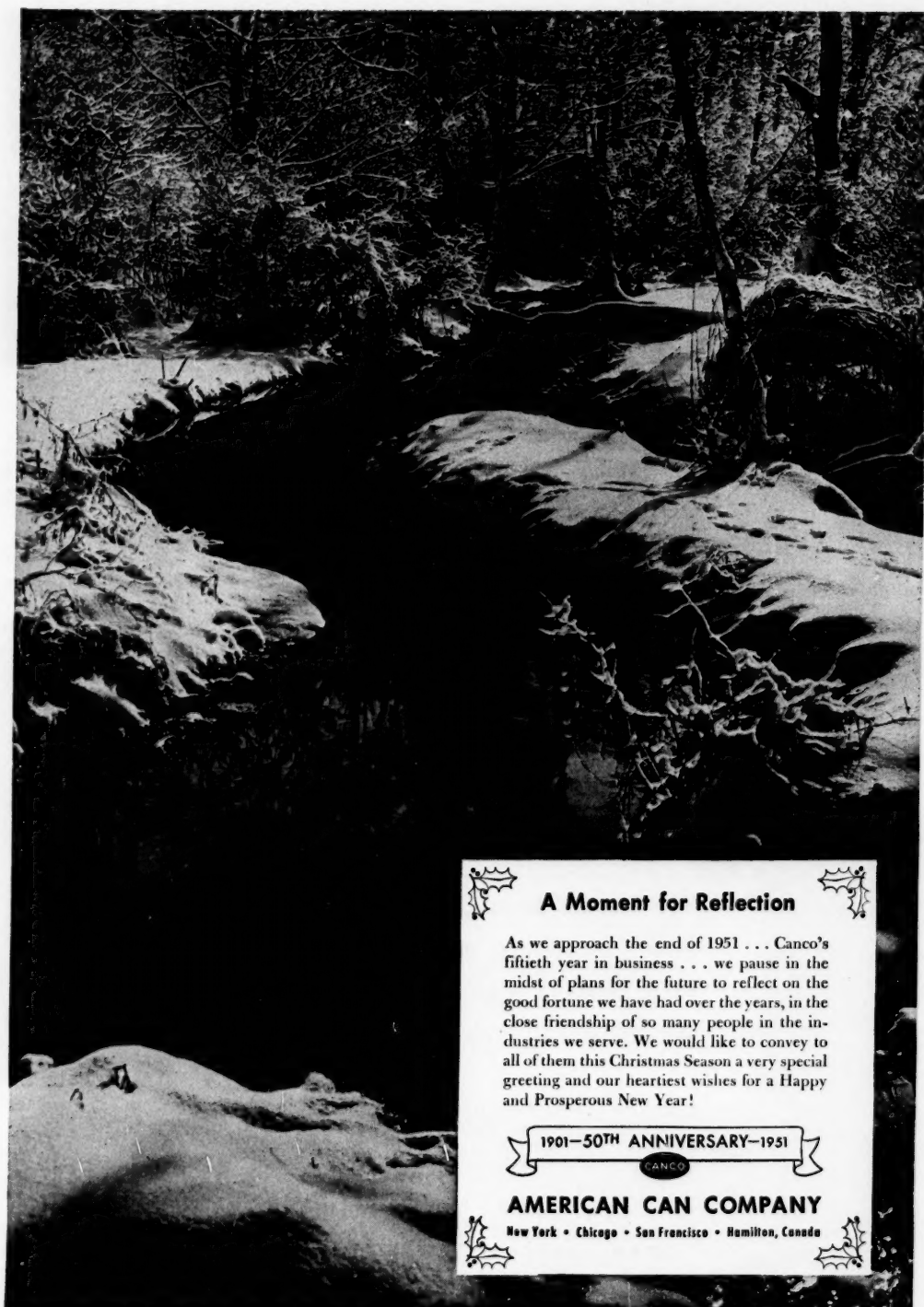

*The Season's Greetings to our friends,
From coast to coast, all Christmas cheer—
From North to South, from East to West,
We wish you all a glad New Year!*

PAN-AMERICAN COFFEE BUREAU

120 Wall Street, New York 5, N. Y.

BRAZIL • COLOMBIA • COSTA RICA • CUBA • DOMINICAN REPUBLIC • EL SALVADOR • GUATEMALA • HONDURAS • MEXICO • VENEZUELA
DECEMBER, 1951





A Moment for Reflection

As we approach the end of 1951 . . . Canco's fiftieth year in business . . . we pause in the midst of plans for the future to reflect on the good fortune we have had over the years, in the close friendship of so many people in the industries we serve. We would like to convey to all of them this Christmas Season a very special greeting and our heartiest wishes for a Happy and Prosperous New Year!

1901-50TH ANNIVERSARY-1951

CANCO

AMERICAN CAN COMPANY

New York • Chicago • San Francisco • Hamilton, Canada

"thanks to...

CUP BREW COFFEE BAGS

our retail volume

is up **12.6%**"

says:

FLOYD R. POOL, President

Spray Coffee & Spice Co., Denver



Yes, in just a few short months, Cup Brew Coffee Bags have opened countless new sales outlets...created greatly increased consumer demand for the entire Spray line! But the trend in the highly-competitive Denver market is no exception...no isolated example. In every area where Cup Brew Coffee Bags have been introduced the trend is the same—*sizeable sales increases!* That's because Cup Brew Coffee Bags offer grocers greater profits...give consumers the quality and convenience they've always wanted...give roasters "something new to talk about."

NEW BUSINESS...

NEW PROFITS CAN BE YOURS, TOO!

Patented non-woven cellulose Cup Brew Coffee Bags are packed right in your own plant for controlled production. Cup Brew Coffee Bags are more profitable because they give you far greater yield per pound. Cup Brew Coffee Bags give you new advertising and merchandising potentials, a real sales boost to your entire coffee line.



PUT CUP BREW COFFEE BAGS TO WORK FOR YOU!

Discover for yourself the answer to the problem of narrow profit margins now! Profit-building, sales-stimulating Cup Brew Coffee Bags are now being licensed to quality roasters throughout the nation. Don't delay! Write today for information on how Cup Brew Coffee Bags can be put to work for you!



Copyright
1951

TRADE MARK
Pat. No. 2,537,394

CUP BREW COFFEE BAG CO.

1715 Logan Street • Denver 3, Colorado • Phone AComa 4597

SEASON'S GREETINGS

and Best Wishes for the New Year

LEON ISRAEL & BROS., INC.

NEW YORK
101 Front Street

SAN FRANCISCO
160 California St.

NEW ORLEANS
300 Magazine St.

CHICAGO
404 No. Wells St.

LEON ISRAEL AGRICOLA E EXPORTADORA S/A (BRAZIL)
Coffee Planters & Exporters

SANTOS • RIO DE JANEIRO • PARANAGUA • ANGRA DOS REIS



***To all in the coffee trade we
extend heartiest greetings for
Christmas and The New Year***



Compañía Salvadoreña de Café, S. A.

— SAN SALVADOR-EL SALVADOR —

CENTRO AMERICA

H. de Sola é Hijos
San Salvador

El Salvador, C. A.
Established 1896

Exporters of El Salvador Coffee



**Extend Holiday Greetings
To the Entire Coffee Trade**



"ONE GOOD CUP
DESERVES ANOTHER"

De Sola & Cía
Guatemala

Guatemala, C. A.
Established 1940

Exporters of Guatemala Coffee

**Extend Holiday Greetings
To the Entire Coffee Trade**

Gabriel de Paula S/A.

Comissária e Exportadora

SANTOS · RIO DE JANEIRO · PARANAGUÁ

Serving the Coffee Trade since 1927

Agents

FAIRCHILD & BOLTE

New York

T. L. McRAITH & COMPANY

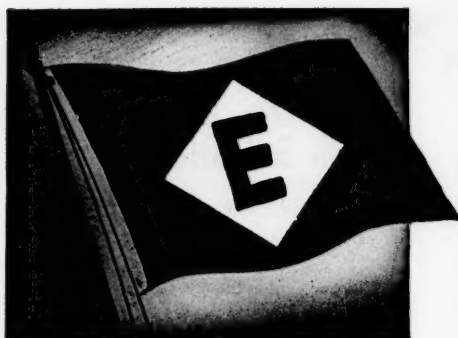
Chicago

WELDON H. EMIGH CO., INC.

San Francisco

FELIX J. VACCARO

New Orleans



Serving

MEDITERRANEAN

BLACK SEA

RED SEA

INDIA

PAKISTAN

CEYLON

BURMA

AMERICAN EXPORT LINES

37-39 Broadway, New York 6, N.Y.

MAXWELL HOUSE *Coffee*

BOUGHT AND ENJOYED

BY MORE PEOPLE THAN

ANY OTHER BRAND OF

COFFEE AT ANY PRICE

MEMBER OF
NCA

Good to the last drop!

Regular Service

From The Principal Brazilian Ports To:
NEW YORK NEW ORLEANS



Lloyd
BRASILEIRO

(Patrimônio Nacional)

Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Bringing North and South America nearer each other, LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

NEW YORK
17 Battery Place

NEW ORLEANS
305 Board of Trade Bldg.

COFFEES OF HIGH QUALITY

Are produced in

COSTA RICA

CUBA

DOMINICAN REPUBLIC

EL SALVADOR

GUATEMALA

HAITI

HONDURAS

MEXICO

NICARAGUA

IT WILL PAY YOU TO USE THESE COFFEES IN YOUR BLENDS
FOR UNIFORM QUALITY AND SATISFIED CUSTOMERS

FEDERACION CAFETALERA CENTRO-AMERICA - MEXICO - EL CARIBE

Dirección Cablegráfica: FEDECAME

San Salvador, El Salvador C. A.



HAITI COFFEE

is preferred -- because of its

- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

Plus: Expert Care in Final Removal of Defects

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI

To all our friends
A VERY MERRY CHRISTMAS
and
A SUCCESSFUL NEW YEAR



THE GREAT ATLANTIC & PACIFIC TEA CO.

Represented in

BRAZIL and COLOMBIA by the AMERICAN COFFEE CORP.



Holiday Greetings to the Coffee Trade

PRODUCTORES Y EXPORTADORES DE CAFE DE LA REPUBLICA DOMINICANA



Season's Greetings
and
Best Wishes
to the Coffee Trade



PRUDENTE FERREIRA

COMISSÁRIA E AGRÍCOLA, S. A.

COFFEE EXPORTERS

Rua do Comercio, 26, P. O. Box 639
Santos — Brazil

Fazenda Maragogipe, P. O. Box 223
Rolandia — Est. do Parana, Brazil

Cable Address: "PRUFER"

Director-President: Ulysses Ferreira Guimaraes Director-Superintendent: Dorival Guimaraes Silveira
Director-Manager: Lamartine Ferreira de Albuquerque



JOURNEY'S END

Gaylord
All the Way!

Gaylord
Boxes

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

8—COLOMBIAN COFFEE MAP AND BOOKLET

Wall Map showing coffee districts, number of trees, highways, railways, cableways, and various statistical information (Ask for 14-A). Revised pocket-size booklet "The Land of Coffee" including a section on "The How and Why of a Good Cup of Coffee." Available from the National Federation of Coffee Growers of Colombia, 120 Wall St., New York.

9—FLAVOR SELECTOR

A handy Flavor Selector and Cost Calculator for the use of flavoring manufacturers. Also Catalog and Price List covering the complete range of essential oils, concentrates and flavor materials. Fritzsche Bros., Inc., 76 Ninth Ave., New York 11.

10—REGIONAL ROASTING PLANT

"The Case for the Regional Roasting Plant" is the title of a new four-page, two-color folder issued by Jabez Burns & Sons, Inc., 11th Avenue at 43rd Street, New York 18, N. Y. The folder discusses the advantages of plant decentralization in the coffee field and describes the various types of regional roasting plants which can be set up to meet different needs—from the one-man-operated plant to the three-unit roaster battery plant.

11—SEALING TEXTBOOK

This little textbook on the sealing of corrugated and solid fiber containers has four chapters: 1. Adhesives—Hand Sealing and Automatic Sealing; 2. Gummed Paper Tape; 3. Metal Stitches and Staples; 4. Metal Straps or Wire. The 36-page book is available free from the Robert Gair Co., Inc., 155 East 44th Street, New York 17, N. Y.

12—FILLING AND PACKAGING MACHINERY

For Silex ground and for pulverized coffee, also for whole bean and steel cut coffee. Filling machines, carton filling and sealing machines, bag and envelope fillers and sealers, Cellophane and plovilm packaging machines. Special bulletins for each type of equipment. Stokes and Smith Co., Department S, Frankford, Philadelphia 24, Pa.

13—COFFEE, TEA, TEA BALLS PACKAGING SERVICE

Complete set of samples of stock tea, tea balls and coffee cartons sent on request. Label samples also available. Specialists in Tea and Coffee Packaging. Rossotti Lithographing Co., Inc., North Bergen, N. J.

14—RESTAURANT COFFEE SERVICE

Illustrated, 46-page catalog gives complete specifications and prices on coffee makers of all types for use in hotels and restaurants. Parts and accessories also fully covered. Sieling Urn Bag Co., 927 W. Huron St., Chicago 22, Ill.

SPICE MILL PUBLISHING CO.

106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ 13 ☐ 14

Firm Name

Street Address

City and State

Signature

Title

DECEMBER, 1951

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

74th Year

DECEMBER, 1951

Vol. 74, No. 12

Coffee Convention

NCA meet hails \$1,500,000 drive	17
California hosts	18
Coronado diary—by Andrew S. Moseley	22
New Army coffee urn	23
More volume is vital	25
Coffee Exchange and prices	27
Coffee public relations shifts aim	29
Spotlight on coffee smoke	31

Other features

PACB's "one for the road" drive	34
Larger world coffee exports	36
NPA nod on new Hills Bros. plant	44
The focal point in tea promotion	69
C. William Felton in a trenchant guest column for Robert A. Lewis	
Tea's consumer franchise	71
What's been happening to tea sales over the past decades?	

Tea imports up on five-year basis	74
"Partnership marketing" wins trophy	76
Ceylon's 100,000,000-pound limit	77
Duncan J. MacKenzie mourned	78
Boscul Coffee package design	81
136 years of spice milling	83
The growing of vanilla	85
Citrus oil trends	89

Departments

Crops and countries	38
Marketing	40
Out of the grinder	51
On the menu	54
Ship sailings	57
The coffee outlook	65
Editorials	67
Packettes	82
News from key cities	90-95

Publisher, E. F. Simmons; Editor, Bernard Sachs; Advertising Manager, D. M. Brody; Business Manager, E. Redmond; Circulation Manager, E. Patterson.

Representatives: **Chicago** — Joseph Esler, 6241 No. Oakley Ave.; **New Orleans** — W. McKennon, 627 Dumaine St.; **San Francisco** — Mark M. Hall, 461 Market St.; **Mexico City** — Douglas Grahame, Apartado 269; **Rio de Janeiro** — A. Sampaio Filho, Rua Quitando 191; **Santos** — Tullio Catunda, Praça Maua, 29-s/217.

Subscription: \$3.00 per year, U. S. A. and South America; \$3.50 Canada; \$4.00 foreign. Published monthly. Copyright 1951 by The Spice Mill Publishing Co., 106 Water St., New York 5, N. Y.

74th Year



T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

To all our friends
A Merry Christmas



SCHAEFER
KLAUSSMANN CO., INC.
NEW YORK • NEW ORLEANS



Edward Aborn (right), newly elected president of the National Coffee Association, shakes hands with W. D. Roussel, the new vice president. Looking on is W. F. Williamson, executive vice president.



A segment of the coffee delegates at a session of the 1951 convention of the National Coffee Association at the Hotel del Coronado, Coronado, California. The conclave rapped Brazil's port quotas.

NCA convention hails PACB's new \$1,500,000 coffee drive

Tighter teamwork by the United States coffee trade and the producing countries to build consumption here was indicated at the 1951 convention of the National Coffee Association, held at the Hotel del Coronado, Coronado, California.

An appropriation of \$1,500,000 will be devoted to coffee promotion in 1952, the Pan-American Coffee Bureau told the convention, and outlined the broad objectives of the program.

Strong approval of the campaign was expressed by the convention, which urged that the drive be put into effect as speedily as possible. The program, NCA declared, will command the greatest respect and cooperation of the industry.

With sunny-hearted Californians acting as hosts, the social side of the Coronado convention set new highs in friendliness, in quality and variety of program, and in just plain fun.

Edward Aborn, of Arnold & Aborn, Inc., New York City was elected president of NCA for the coming year. Known throughout the industry for his constructive work as chairman of the association's Brewing Committee and, in the last two years, as vice president, Mr. Aborn succeeds James A. De Armond, of J. A. Folger & Co., in NCA's top post.

The convention named W. D. Roussel, of W. D. Roussel & Co., Inc., New Orleans, vice president and reelected Albert Ehlers, Jr., of Albert Ehlers, Inc., Brooklyn, N. Y., as treasurer. W. F. Williamson continues as executive vice president.

In a stinging resolution, the convention rapped the quotas placed by Brazil on coffee shipments from key ports. These regulations, the conclave pointed out, have had the effect of making completion of contracts with coffee buyers in this country impossible. Moreover, continuation of the regulations in their present form strikes at the sanctity of

contracts on which our trade with Brazil is based, NCA declared.

The convention directed the association's officers to make the strongest possible representations to Brazilian authorities of the alarm and concern felt by the importers in this country. The gathering urged that "regulatory action found necessary to Brazil's interest should be taken, with proper regard for the protection of Brazil's position as a certain and reliable market for the purchase of coffee."

The 650 coffee men and guests from allied industries were welcomed at the opening session by E. F. Hoelter, president of the Pacific Coast Coffee Association, and Edward A. Apffel, president of the Southern California Coffee Roasters Association. A warm welcome was also extended by William E. Waldschmidt, an erstwhile Midwesterner and now a Southern Californian, who outlined the program as chairman of the convention committee.

The coffee industry of the United States has no intention of asking the government to re-examine price ceiling policies, Mr. De Armond told the opening session in his president's report. Establishment and administration of ceilings caused a minimum of trouble to the coffee trade, he pointed out.

"If things had run their natural course, it is altogether likely that there would have been a ceiling on roasted coffee, but no ceiling on green coffee," he cited. "Whatever the theoretical arguments in this matter, I know of no coffee roaster who would have willingly risked getting into such a potentially fatal trap."

In the establishment of ceiling prices on green coffee, the association found itself somewhat in the position of an honest broker harrassed by conflicting needs of buyer and seller, Mr. De Armond said.

(Continued on page 33)

California hosts give coffee folk

La Fiesta



Bedecked with leis, Coronado conventioners do their own kind of dancing during the "Evening in Hawaii." Hawaiians, grass skirts and all, demonstrated their kind of dancing, too—real hula hula.

Harbor excursion



During the harbor excursion of San Diego Bay. Coffee folk got sunshine and seaward views of the City of San Diego, the Coast Guard Base, Lindbergh Field and closeups of U.S. fighting ships.

Evening in Hawaii



Everybody got into the fun during the Pacific Coast Coffee Association's "La Fiesta," m.c'd by star Leo Carillo. Coffee men looked dashing in sombreroes, coffee ladies charming in mantillas.

From the moment they disembarked into the venerable halls of the Hotel del Coronado, the 1951 coffee conventioners could see they were in for a memorable four days, socially.

With their unique talent in this field, the Californian hosts had lined up an entertainment program which left nothing out. No sport was omitted, from golf to horseshoe pitching. No evening was without its big, golden glowing event, the product of immense skill and energy.

So warm and sunny was the friendliness of the Californians, so full was the program they had prepared that the puzzling lack of after-hours room service by the hotel shrank into a minor irritation.

What the conventioners carried away with them were unforgettable memories of fun-packed afternoons and evenings—and a persistent wonder as to how this California social swirl could ever be surpassed.

Lead by the tireless and astoundingly energetic William E. Waldschmidt, general chairman of the convention committee, the West Coast trade started the social ball rolling on Sunday, October 21st. After a reception and dinner, George W. Riley chaired the presentation of a bathing beauty parade which had delegates from other parts of the country mulling wistfully the chances of moving to California for keeps.

Monday evening the Pacific Coast Coffee Association worked magic in converting the prosaic meeting hall into a fittingly glamorous backdrop for "La Fiesta." A floor cleared of chairs, potted palms in profusion, balloons and ribbons festooning the walls and ceilings—all of these, plus dim lights, made the transformation.

Leo Carillo, star of stage, screen and television, who acted as the evening's host, assisted by the beautiful Fiesta Coffeettes, swung the conventioners out of the dining room and over to the ballroom in a hilarious conga line bedecked with sombreros and mantillas.

During the evening PCCA, with J. E. Mack in charge, unrolled a program of professional entertainment which caused admiring conversation among the delegates for days afterwards.

Tuesday evening the convention climbed aboard busses and headed for the Jai Alai games at the Fronton Palace, in Tijuana, south of the border. The games, as always, were breathtaking in skill and speed. They were also, as some of the more venturesome coffee folk discovered at the pari-mutuel windows, taking in other ways.

Ed Aborn found that even dedication of a set of games in his honor did not necessarily transform a set of pari-mutuel tickets into winners. There were reports, however, that some delegates had come out on top.

Two such evenings would have been enough for ordinary mortals to produce, but in Southern Californians it was only winding up. Wednesday evening a "Night in Hawaii" was unveiled for the annual banquet and the entertainment program which followed.

The Hawaiian touches were everywhere—from the entertainers themselves, grass skirts and all, to the leis draped around the necks of the conventioners. Even the flowers on the dining room tables were unusual plants, called wooden roses, imported from Hawaii.

Full as the evenings were, the Californians did not neglect

memorable days

daytime hours. Special daytime events included a scenic land tour, a harbor cruise, a tennis exhibition, a badminton exhibition and a fashion show.

The fishing tournament, on boats spotted off the Coronado Islands, saw prize winning catches by Mrs. W. W. Snyder, D. F. Lyons and James C. Leake, Jr.

Some sentiment cropped up for the awarding of prizes to everyone in the fishing tournament, on the grounds that anyone who voluntarily gets up at 2 a.m. deserves recognition. But it was pointed out that piscators consider such hours not beyond the normal call of duty, when there is a day's sport in the offing.

The coffee industry has seen some softball games which would be considered unique under any circumstances. But never was a stranger game played than the annual contest between the roasts and the greens at Coronado.

The field was the beach. Players staggered around barefoot, some of them in shorts, with surf roaring in the background and the setting sun pouring shafts of light at Point Loma in the distance.

It was the roasters' day. Captained by Roy Farmer, they floundered through the sand to trounce the greens 11 to 5. No small factor in the success was the roaring, genial, never-flagging support of their manager, George W. Riley.

On the victorious team were Jack Mooney, Morris Buckingham, Dan Anderson, Earl Lingle, Jack Schimelpfenig, Carl Corey, Karl Emmrich, Earl Cohn, Don Stewart and Tick Stanley.

The hard-fighting greens, captained by W. J. Morton and managed by Mickey Morton, may have lost not so much because of deficiencies in baseball skill as in desert fighting. It took a special kind of ability to run bases on that beach diamond.

The green players included Norm Johnson, Ed Johnson, Jr., H. F. Brokage, Vic Cain, Beck Rowe, Max Zander, Jack McCarthy, Albert Schaaf, J. Bloom, David Courtney, and Ed Lafaye.

In the toughest spot of all, umpire, was L. I. McKim. It is reported that he came through undamaged.

The golfers did their playing at the San Diego Country Club. Clearly this was Ed Aborn's convention. NCA's president-elect romped home first in the members golf tournament, a situation that might look strange in other industries, but not in coffee, where Mr. Aborn has long been known as one of the trade's top golfers.

Number two winner in this tournament was William V. Lynch, who came through nobly for the Pacific Coast contingent. J. P. Rees was third.

Runners-up in the contest were H. Baerwald, E. J. Malmgren, J. A. De Armond, Overton Dickinson, Jerome Neuman, Robert B. Sasseen, Weldon H. Emigh, Donovan B. Stetler, John Berard, A. A. Anisansel, R. Swanson, F. S. Hinkle, George Henschel and Philip Eisenmenger.

Mr. Berard also achieved a leg up on the Pan-American Coffee Bureau trophy.

The guest tournament was topped by Walter Chapman, W. I. Spencer, John Stein and A. C. Staley.

The ladies, present in the large numbers characteristic of coffee conventions since the war, also pitted their skill

(Continued on page 55)

Beach diamond



Roasters did better in the sand than the greens in this game. They slapped down the hard-fighting green men by a whopping 11 to 5.

General Order Club



These Californians, obligingly grouped for the picture, are (standing, from left): Ted Lingle, Earl Reagan (whose death near the close of the convention stunned the gathering), George Riley, Bill Allison, Mrs. Lynne Moseley, Lorrie Moseley, Mrs. Thelma Waldschmidt, Mrs. Dorothy Moseley; Earl Lingle, Andrew S. Moseley and Roy Farmer, Jr. Seated, from left: Mrs. Loretta Reagan, Mrs. N. Allison, Mrs. Claire Riley, Mrs. Roy Farmer, Mrs. Anne Lingle, Mrs. Hazel Lingle and Mrs. Leona Moseley.

Place in the sun



Relaxing in the sun are (from left, clockwise) Mrs. Mabel Ackerman; Earl B. Ackerman, of the Otis McAllister Coffee Corp.; Daniel F. Lyons, of the Illinois Central Railroad; Walter Katsoff, of the Superior Tea and Coffee Co.; James P. Kissane, of the Richheimer Coffee Co.; Robert Richheimer, of the same firm; James Byrne, also of Otis McAllister; and Mrs. Alice Richheimer. This picture, and the lower two on the facing page, were taken by David A. Kattan, New Orleans coffee importer.

SANTOS

★

★

PARANA

★

★

RIO

★

★

VICTORIA

ANDERSON, CLAYTON & CIA., LTDA.



extend best wishes

for a

Merry Christmas

and

A Happy New Year

to their friends in

the Coffee Trade

C. A. MACKEY & CO., INC.
111 Wall Street
New York 5, N. Y.

S. F. PELLAS CO.
203 California St.
San Francisco 11, Cal.

C. A. MACKEY & CO., INC.
401 Magazine Street
New Orleans 12, La.

Merry Christmas



C. A. MACKEY & CO., INC.

NEW YORK • NEW ORLEANS • HAITI • DOMINICAN REPUBLIC

COFFEE

Coronado diary

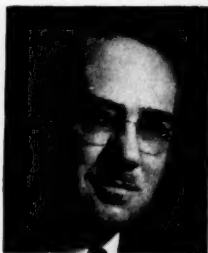
... being a short review of some of the happenings
at one of the most interesting of NCA conventions

By ANDREW S. MOSELEY

Andrew S. Moseley, president of Breakfast Club Coffee, Inc., Los Angeles, each month covers the coffee news front in Southern California for Coffee & Tea Industries. He does that—as he did this review of the 1951 NCA convention—purely as a labor of love. Into his reports he puts a touch of his own, delightful to the hearts of editors and—it's been made clear to us—readers.—Ed.

Los Angeles, Sunday, October 21st, and awaiting the Special from the East . . . Chicago, New York and many other points . . . On the train at Los Angeles, the Santa Fe to San Diego, and Earl and Anne Lingle entertaining "Spanish style" . . . The quaint ferry to Coronado, and around 4 p.m. at the hotel they all came in . . . Orderly confusion for an hour or so, and the General Order room opens . . . now there is a busy spot for the rest of the afternoon . . . Very well handled . . . Remember Ray Bradt checking out supplies after the curfew each night . . . Dinner with the Arthur Woelfs, the Earl Reagans, the Allison's, and the Ted Lingles . . . Lots of fun and a great show at the pool . . . Swimming beauties . . . George Riley, chairman . . . Hello, George!

Two a.m. Monday, and for some, the fishing expedition, Earl Lingle in charge . . . To the winner, I believe Mrs. W. W. Snyder, a 16-pound yellowtail . . . Scenic land tours and the harbor cruise enjoyed by the group . . . Many points of interest . . . Balboa Park, Point Loma, beautiful Mission Hills, the Marine Base and Naval Training Station, the old Spanish lighthouse with its view of San Diego Harbor and the fleet . . . After five years, a meeting at last with Bernard Sachs, editor of this publication, and his associate, D. M. Brody, advertising manager, and we talked about many things but not long enough . . . Something about conventions, you want to see more people and see those people longer, but along comes the time element . . . Later, as we rode along into the second day, dinner with our old friends Tom and Lita Creswick and their interesting friends from Canada . . . Fiesta night in the ballroom and Johnny Mack puts on a show . . . A marvelous show, a Pacific Coast Coffee Association arrangement . . . Leo Carrillo as M.C., the Fiesta Coffettes, and Rita Lupino, Lola Montez, Rita and Luis, and the out-of-this-world Dr. Giovanni, who gets away with anything and everything . . . Dancing to Garmo and his orchestra . . . Tom Morris, of Betner Bag, drops by . . . And we spot our old singing pal, Karl Emmrich, of Tucker



Andrew S. Moseley

Emmrich, Portland, Oregon, and Mrs. Emmrich . . . Johnny's spectacular punch fountain, but it finally runs dry . . . So to the General Order room, a merry place to close the evening.

Tuesday and golf day at the San Diego Country Club . . . In the afternoon, bridge and canasta for the ladies, and Dick Moseley as chairman, substituting for his father, gaining some experience, and doing a good job . . . And through all this roams Bill Waldschmidt, convention chairman, on the job morning to night . . . As a matter of fact, when did he sleep? . . . A pleasant early evening with Walter and Carrie Emmerling and Warren and Mrs. Tom Halpin, with others . . . Tuesday night, an interesting evening at Tiajuana, south of the border, and to many, particularly those first-timers, an eve-opener, with Tiajuana's interesting shops and the alive "White-Way".

Wednesday afternoon and the beautiful fashion show as it was reported to us (we didn't see it) . . . Games all afternoon . . . Tennis, softball, croquet, horse shoes, ping pong . . . Warren Emmerling and George Smith giving a good account of themselves on the tennis courts . . . Through all this, a group in one of the spacious rooms overlooking the ocean doing a lot of paging . . . Could have come from No. 42 . . . We move into the Wednesday banquet, followed by the fabulous Hawaiian night and the wonderful entertainment . . . The gorgeous menus by the Matson Co., and Danny Stewart and his Hawaiian Vagabonds . . . Lasting on and on . . . Beautiful gifts for all the ladies . . . And some stayed even later, for piano and singing with Jack Hornung and Bill Burch.

Thursday, and the tragedy when the news got around of the death of Earl Regan, everybody's friend . . . And so back to home with Charles and Frances Mack, and to try enjoying a few spots along the way, at George's and the 101 Ranch House, but the note of sadness remains.

RANDOM THOUGHTS AND A FEW MEMORIES
... We are not reporting the business meetings, but cannot help make mention of a few outstanding reports . . . President I. A. De Armond's address, the reports of Executive Vice President, W. F. (Bill) Williamson, Jerome Neuman, chairman of the publications committee, and Ed Apffel, president of the Southern California Roasters Association . . . Earl and Mabel Ackerman's cocktail party, and right next door, Bill and Thelma Waldschmidt entertaining, a sort of combination deal . . . Port of a festive evening with Bert and Lili Balart . . . Enjoyed seeing John Beardsley, J. Byrne and Gene Hood, of Otis McAllister, and Sid Willey from their New York office . . . A short but enjoyable time with J. M. O'Connor, E. M. Brinkman, Charles Nonenmacher, of Jewel Tea, and P. R. Nelson joining in . . . Table after table of the younger members of the coffee trade, and their wives . . . Vic and Jane Cain, Mr. and Mrs. Walter Chapman, Mr. and Mrs. Roy Farmer, Jr., Lorrie and Dick

(Continued on page 46)

NCA convention hears about a development likely
to have far-reaching effects on restaurant coffee.

New Army coffee urn perfected

After five years of development work, carried on with the cooperation of the United States coffee trade, the Army has perfected a new urn said to embody numerous improvements over commercial urns now in use.

Paul E. Whittington, government engineer with the Research and Development Division of the Office of the Quartermaster General, told the Coronado convention that bids have been opened for immediate procurement of 1,700 of the new coffee-making machines.

Eventually, urns meeting the new specifications will replace those used in Army installations not only in this country but all over the world.

The new urns, which will also be marketed to commercial establishments, are expected to have far-reaching effects on the coffee served in restaurants.

As part of its continuing program for serving better food to soldiers, the Quartermaster Corps decided in 1946 to tackle the problem of finding or inventing a coffee-brewing device which would insure a satisfactory cup of his favorite beverage to every soldier in every mess hall. The aid of experienced coffee men was enlisted, as was the help of NCA's scientific advisor on technical brewing problems, Professor Leslie H. Backer, of the Stevens Institute of Technology.

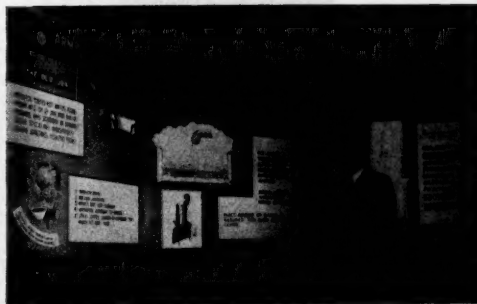
Both means of testing—taste-testing by experts and laboratory testing by scientists—were used to set the new standards, Mr. Whittington pointed out.

"Prior to starting any Quartermaster Corps research and development work, a requirement must exist for the work," Mr. Whittington explained. "This requirement originates with the user. Such a requirement did exist for improved coffee urns. Fortunately the National Coffee Association had compiled data necessary for the development of correct urns. To this data the QMC added the capacities necessary for Army use, safety features found to be necessary, and the requirement that the finished design be pleasing in appearance."

Mr. Whittington said the accumulated data covered: 1. Measurement of coffee and water; 2. Repouring and bypassing; 3. Urn bag supported out of coffee brew; 4. Urn bag and grounds removed promptly; 5. Operational instructions; 6. Temperature of brewed coffee when served; 7. Time of holding; 8. Coffee served in sequence of brewing; 9. Cleaning, cleaners and faucet removal; 10. Water in urn liner when not in use; 11. Care of urn bag; 12. Rate of brewing; 13. Water heating rate; 14. Safety to personnel and equipment; 15. Design appearance.

It was also desirable to know how the two common metals used in urn manufacture affected the coffee taste, Mr. Whittington declared, and added that stainless steel was found to be superior.

"With the data available, four urns were developed," he continued. "These were tested by Professor Backer at Stevens Institute under the guidance of the National Coffee Association. The principal defects were too much ex-



Paul E. Whittington explains the new coffee urn to the convention.

traction and lack of capacity in the leacher compartment. Too much extraction produced a strong, undesirable taste, and the small leacher compartment resulted in overflow of coffee grounds into the coffee brew. Corrections were made and the urns tested satisfactorily."

Mr. Whittington explained that the key to the urn design was the size of the leaching compartment. Here dry coffee three-quarters to one inch in depth determined the urn diameter. This resulted in a lower height and the rest of the urn design followed after the diameter had been established.

"After development and testing were complete and basic facts established, the National Coffee Association suggested some imported changes," the government engineer said. "It was decided to design the urns in increments of five gallons. This would permit use of even pounds of coffee, since two and a half gallons of hot water are used for each pound of dry coffee. A two-pound dry measure is to be supplied with each urn. It has a marking at the one-pound level. Further study by the QMC Food Service eliminated all large sizes except the twin five (10 gallons) and twin seven and a half (15 gallons). This permits serving coffee quickly after brewing."

From the time the roasted coffee is inserted in the urn, it takes only three and a half minutes to produce the finished coffee brew in the newly-designed equipment, it was indicated.

Steam, gas or electricity can be used as a heat source. The QMC gas urn is designed primarily for natural gas but will use mixed and manufactured gas. Ninety percent of gas heated urns require natural gas. It was explained that the electrically heated urns will be shipped arranged for 220 volt, 3 ϕ , 60 cy. with wire sized and a simple change over for 220 volt, 1 ϕ , 60 cy. reducing 27 stock items to six and greatly simplifying the supplying of the urns.

If they are used according to directions, the new coffee urns will deliver coffee that not only tastes delicious to the

(Continued on page 47)



Holiday Greetings

to all in the coffee industry

Ruffner, McDowell & Burch, Inc.

NEW YORK: 98 Front Street

CHICAGO: 408 W. Grand Ave.

SAN FRANCISCO: 214 Front Street

NEW ORLEANS: 419 Gravier St.

More volume is vital

Winning back the lost ten per cent in coffee volume is necessary to both the U. S. trade and producers, convention is told

By W. F. WILLIAMSON, *Executive Vice President
National Coffee Association*

Describing the circumstances and history of the past year a person encounters peculiar difficulties. In my own experience as manager of your association I think I haven't experienced anything quite like it, and I doubt if many of you have in your own business operations.

The reason for this peculiar twilight atmosphere is not, however, too hard to find. The fact is that this has been the year when the industry has reached the bottom swing of the pendulum. We have been experiencing that fraction of time when everything came to dead center. The transition between circumstances of operation in a surplus market to operation in a market of relative scarcity has not been an easy one and has had more effect on thought and planning than most of us have realized.

There has been superimposed on this understandable hesitation a political and economic situation unparalleled in our nation's history. This has been a year when there existed no solid point of reference on which to base plans of any kind. Planning, especially planning for expansion, involves a considerable amount of crystal-gazing in all circumstances—and in circumstances where no value was certain many, if not most, members of the industry preferred not to test their clairvoyance too far.

Looked at in this light, it would be idle to say that the months since the last convention have characterized a particularly happy period or that we have any good reason to be satisfied with the results.

There are other ways of looking at this situation, however. There may be many points of positive good in a situation otherwise purely negative. That there should have been a pause in the industry's growth was inevitable and such pause, involving as it does a certain amount of lost momentum, is in itself bad. How bad, however, depends on what happened during the pause.

Here we may well be more interested in what did not happen. And what did not happen was panic. In a less well-organized and well-integrated industry, a trade would certainly under these circumstances have been the victim of wild and purposeful rumors, would have competed viciously for the smaller supplies that existed and uneconomically for the market which was left. None of these things happened. The competition among buyers that was expected by many to create an absolute stalemate in trading simply did not develop. Competition for the somewhat

shrunk market never at any time got beyond the range of common sense—which it easily could have done. Such results as these are the characteristics and the earmarks of a well-organized trade. They happen in industries where good organization exists. They do not happen in trades where organization is weak or non-existent.

One of the most difficult of all military maneuvers to execute is a well-organized retreat. It is also a difficult accomplishment in the business world. From the standpoint of tonnage and, in many cases, from the standpoint of profit, the industry has had to accomplish such retreat. We can admit the retreat with better grace and better feeling if we know, as we now do know, that it has been executed without loss of strength and has left us in strong position for the inevitable advance.

As compared with some other industries, for example, our problems with the government have been relatively trivial. This may not sound so good to some of you, I know, who have had some troublesome problems personally, but in the overall picture the plan of procedure for the industry decided upon by the board of directors early in the year has been carried out without a hitch. The fact that things have worked out well in this field is not in any sense accidental.

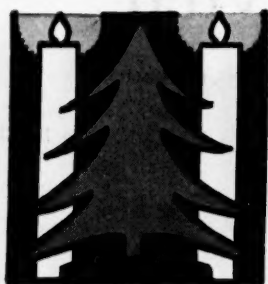
In other fields, too, the position of the industry has been adequately protected. We have not been able to prevent difficulties or worries, but we have prevented any actual hold-up in production except in a very few difficult cases. Barring unforeseen developments, we expect that situation to continue.

It is reassuring, too, to know that the industry has in

(Continued on page 48)



Remember this? Stately courtyard gardens at Hotel del Coronado.



A Merry Christmas

★ ★

A Happy New Year

NAUMANN, GEPP & CO., INC.,

95 FRONT STREET, NEW YORK

Casa Exportadora Naumann, Gepp, S. A., Santos, Rio de Janeiro and Paranagua, Brazil

Naumann, Gepp & Co., Ltd., London, England

G. Tobin, R. & Cia., Ltda., Cali, Colombia

Naumann, Gepp, (East Africa) Ltd., Nairobi, East Africa

Naumann, Gepp, McCormick & Cia., Ltda., San Jose, Costa Rica



NAUMANN SALES AGENCY

95 FRONT STREET, NEW YORK

Representing

EXPORTADORA SAO PAULO S/A

RIO DE JANEIRO, BRAZIL

**Specializing in fine cup-quality coffees
for shipment from Rio de Janeiro**

How the Coffee Exchange helps keep prices stable

By **ROBERT E. ATKINSON**, *President*
New York Coffee and Sugar Exchange, Inc.

It is to the advantage of the coffee industry in the United States as well as in the producing countries to have a stable market here. Below are highlights from Mr. Atkinson's Coronado convention comments on how the New York Coffee and Sugar Exchange helps achieve and maintain such stability.—Ed.

At the risk of belaboring the obvious, let me begin at the beginning, for the benefit of those of you who may not be as well versed in the subject as some of us are.

What is the New York Coffee and Sugar Exchange?

Like all commodity exchanges, it is a place where buyers and sellers, or their agents, may meet to carry on their transactions.

The Exchange itself is a non-profit organization. It does not buy anything. Neither does it sell anything. It merely provides a marketplace for buyers and sellers. It does not, consequently, establish commodity prices, but simply reflects—virtually instantaneously—the prices which are established as a result of competitive bidding and offering. The law of supply and demand, in short, makes prices; the Exchange reports them to the world, bringing light and knowledge to the entire coffee and sugar trade.

Now, who are the members comprising the Exchange? There are 344 memberships at present—the maximum permitted is 350. Exchange members represent all segments of the coffee and sugar trades; growers, importers, roasters, refiners and brokers. Some of these members reside in Belgium, Brazil, Canada, China, Cuba, Egypt, El Salvador, England, France, Guatemala, Holland, India, the Philippines, Puerto Rico, and Spain. In addition, a great many of the leading commercial states of this country are also represented.

The principal functions of the New York Coffee and Sugar Exchange are: (1) to provide and maintain an orderly market-place for the purchase and sale of coffee and sugar. (2) to establish just and equitable principles in the trade and maintain uniformity in its rules and regulations; (3) to adopt standards of classification; (4) to gather and publish prices and other pertinent information about the industry; and (5) to supervise the operations of those who use the facilities of the Exchange.

The New York Coffee and Sugar Exchange is an organization with a history of service to the industry dating back to 1882. With the exception of a few years during the war, when its operations were suspended for a time, it has been continuously active for a period of 70 years. During this time, the Exchange has served the industry well and consistently, as those who have taken advantage of its facilities will testify.

All commodity exchanges developed as a result of the enormous risks entailed in growing crops for which no satisfactory market exist at harvest time. Prices thus varied



On the floor of the New York Coffee and Sugar Exchange.

widely within relatively short distances. With the advent of commodity exchanges, however, year-round markets became possible, and growers could find buyers for their crops whenever they wished to sell, and not merely at the time of harvesting.

Let us turn now to a consideration of the way in which an Exchange contract can benefit the coffee industry. Consider, for example, the case of a roaster who, let us assume, is faced with the prospect of rising coffee prices. In such a situation, his customers naturally wish to place orders for stocks many months in advance of the time when they will actually need them. In a competitive economy, the roaster cannot refuse to accept such orders and continue to remain in business. On the other hand, there are many obstacles in the way of contracting with a producing country from green coffee, not to mention the interim risk of freight and insurance rate increases, the possibility of delay in delivery, etc. In brief, it is impossible to know what the ultimate cost price will be.

It is exactly this sort of situation which the Exchange was forced to meet. Here is what happens: When the roaster contracts to deliver coffee to a customer some time in the future, he at the same time contracts, on the New York Coffee and Sugar Exchange, to buy for similar future delivery an equal amount of coffee.

When the time comes for the roaster to deliver to his customer, he would either take delivery of the coffee futures contracts or would sell the futures contracts and purchase in the spot market, coffee suitable for his requirements, applying the profit made on the futures transactions against the cost of his purchases in the cash or spot market, thereby

(Continued on page 52)

Holiday Greetings



BYRNE, DELAY & CO.

... COFFEE ...

104 FRONT STREET, NEW YORK

Christmas Greetings

and

Best Wishes

for the

New Year

HARD & RAND, INC.

107 WALL STREET

NEW YORK 5

Coffee's public relations shifts to "sell more" theme

In its public relations program, the National Coffee Association is swinging from defense to offense, from meeting attacks on coffee to selling the consuming public more coffee.

The reason for this change is the tremendous progress made by NCA's Publications Committee all during the past year in changing the tenor of the press and of public opinion on coffee prices, Jerome S. Neuman, committee chairman, reported to the Coronado convention.

"I wonder if any of you have read an article criticizing the domestic coffee industry for its price policies in any newspaper in the last eight months?" he asked. "We haven't seen one, and I sincerely doubt that you have."

This change in the tide of public opinion was accomplished with relatively small funds, Mr. Neuman said, mainly because the industry was able to substitute organization and cooperation in place of vast amounts of money.

Keys to the program's effectiveness, he indicated, were the 38 coffee roasters in cities throughout the country who have helped build local public relations "depots" which regularly distribute information on coffee to the press. These roasters comprise the National Publications Committee.

The program, Mr. Neuman pointed out, is not a campaign designed to get the word "coffee" mentioned in the press and on the radio. "That is the easiest thing in the world to do," he said. "But it is not what we consider public relations. Every piece of copy we write, every feature story we work out with an editor, every mention we place in a column, has a specific reason behind it. Either it sells our product, or it sells us as individual coffee men, or it sells the coffee industry to the public."

The industry also attempts to anticipate the questions the public is going to ask, before they have a chance to criticize, Mr. Neuman declared and pointed to newspaper clippings in a large presentation folder on an easel. He cited industry stories which maintained that "the outlook for easier prices is still not too good, since demand and supply factors are still too nearly in balance."

Articles along these lines appeared in newspapers throughout the country, Mr. Neuman explained. They also showed that the costs of roasted coffee in this country is entirely dependent on the import price of the product, over which the United States importer has no control; also, that since the coffee business in this country is highly competitive, consumers can expect any savings possible in the cost of the raw material to be passed along promptly.

The overwhelming weight of coffee mentions is now favorable, Mr. Neuman emphasized. "That is no accident," he said. "Every hint of unfavorable publicity is met with a stronger story telling a favorable story."

He explained that when there was talk of lower consumption, the industry countered with releases pointing out that Americans were still drinking more coffee than any other beverage. "We're first. We will continue to be first. We will always be first. That is a healthy approach to better business. Success breeds success," Mr. Neuman said.

When an informal survey among soldiers showed that



At the Coronado convention, these members of NCA's Publications Committee met to discuss plans. Front row, from left: Edward Aborn, James A. DeArmond, committee chairman Jerome S. Neuman, W. F. Williamson, Walter Emmerling. Standing: Overton Dickinson, J. Durland, R. E. Atha, Floyd R. Pool, Clarence R. Irish, Henry M. Atwood and W. R. Piper

among other things they didn't like in Army messes was iced coffee, the industry acted promptly to take the sting out of the story. Mr. Neuman read clippings pointing out that hot coffee was easily the American GI's favorite beverage, and that iced coffee preparation requires a special technique difficult in the quantities required by the Army. However, the stories indicate, judging by its efforts to perfect hot coffee service, the Army will undoubtedly soon find a way to make iced coffee as popular among soldiers as it is among civilians.

Mr. Neuman noted that the coffee industry was again beginning to enjoy sympathetic government interest in its problems. This more favorable attitude, as compared to the bitter experiences of 1949, is due in part to the industry's public relations, he explained. For instance, on the day price controls were announced newspapers quoted support to the new measures by only two business groups—the National Coffee Association and the National Association of Manufacturers.

The coffee industry does not hesitate to take public exception to government policies when they are considered contrary to the interests of the trade, Mr. Neuman added. When it was rumored—possibly as a trial balloon—that President Truman would recommend subsidies on coffee, the industry was quick to publicize its viewpoint that such subsidies were unnecessary.

Mr. Neuman cited clippings, published when the price order was amended, pointing out that roasters who raised prices did so because their prices had lagged behind the market when the freeze went into effect.

The Publications Committee also issued releases to tell the industry story when ocean freight rates on coffee were raised, and when the government restricted the use of sheet steel in food containers, causing a shortage in metal vacuum cans for coffee.

"When there were critical reports by a House of Representatives subcommittee investigating the effect of Army coffee buying on civilian prices, we issued public statements,

(Continued on page 88)

Christmas Greetings

and

Best Wishes

for the

New Year

W. R. GRACE & CO.

Coffee Importers

San Francisco - New Orleans
New York

Holiday Greetings to the Coffee Trade

CAIO GUIMARAES & CIA.

SANTOS

RIBEIRO, CARVALHO & CIA., LTDA.

SANTOS

SAMPAIO BUENO S.A., COMISSARIOS E EXPORTADORES

SANTOS



Agents W. LEE SIMMONDS & CO., 108 Front St., New York

Spotlight on coffee smoke

Before public clamor on air pollution began, coffee was working on the problem. Highlights from a report to the NCA convention.

By JOHN E. MAZZEI, *Chairman
Smoke Elimination Committee
National Coffee Association*

During the past three years the problem of atmospheric pollution has been a subject of growing interest to coffee roasters throughout the United States, despite the fact that the air we breathe has vacillated between two schools of thought. One associates atmospheric pollution with industrial prosperity and ignores the desirability of its reduction by technical measures of proved practicability. air- or gas-borne contaminants are an integral part of the American industrial scene.

Yet the problem is not new. During the past 20 years, the struggle to purify At the other extreme is the view of many health authorities who attribute the rising rate of deaths due to respiratory diseases to air pollution.

The tragic Donora, Pa., disaster of 1948, in which 20 persons lost their lives and thousands were made violently ill, finally tipped the scales in favor of those groups which have been clamoring for air purification. Newspapers and other media have been devoting more and more attention to this subject, and every major city in the United States now has anti-smoke enforcement laws and agencies. Many roasters have already been faced with the alternative of installing smoke-eliminating equipment or moving out of the city limits.

Faced with this mounting pressure, your association created this committee for smoke abatement, and authorized it to look into all avenues of approach to the problem. Our first consultation was with the Smoke Prevention Association of America, which in almost 50 years of activity in this field has accumulated a sizable store of knowledge of the subject. Unfortunately, although they had successfully tackled hundreds of similar problems, they knew of no sure and practical way to eliminate coffee smoke.

The U.S. Department of Commerce wrote us that "the problem you have brought up appears to be one which as yet has not had any solution." However, although no one knew the answer, everyone we consulted made one of more suggestions, and we finally investigated each of the following devices: 1—Electro static precipitators (Ionizers); 2—Ultrasonic waves; 3—Mechanical filters; 4—Absorbers; 5—Condensers; 6—Air tumblers; 7—Incinerators.

Because of the complexity of the problem, none of these techniques was found to be adequate without incurring either prohibitive installation investment or exorbitant operating costs.

This was due to the fact that we were dealing not merely

with smoke, but also with chaff, vapor and high temperatures. Time and again, just as our efforts seemed about to be crowned with success, we would uncover new facts which ruled out first one then another device. At times we had as many as three different experiments underway simultaneously, over periods of months.

The one technique which held the greatest promise in the long run was incineration. The problem here was cost of operation, and our earlier estimates were that smoke elimination would cost three or four times as much as it costs to roast coffee.

After much trial and error, and a succession of improvements, Jabez Burns finally designed a smoke eliminator for the Thermalo roaster which works perfectly with an added fuel consumption of only 50 per cent instead of the original 300 to 400 per cent. The smokeless Thermalo roaster is already in operation and is available to those of you who want it.

As of today, similar equipment is not available for Jubilee roasters. Here, again, the problem is different. The mass of hot gasses emitted by a Jubilee is much greater than that of the Thermalo, and so far as we know the cost of eliminating smoke on Jubilees will just about equal the cost of roasting. Experiments are currently underway which will establish exact operating costs and degree of efficiency of the Jubilee incinerator.

Spurred by necessity and strengthened by new technological discoveries, things that could not be done yesterday, become susceptible of accomplishment today.

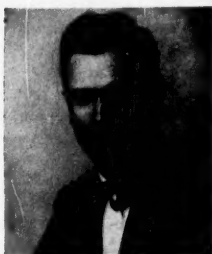
It is with this thought in mind that the Smoke Elimination Committee will continue to keep abreast of all developments in this field in the hope of bringing about greater efficiencies and economies.

OPS requires Form 8 filing by manufacturers under CPR 22

The Office of Price Stabilization last month issued Amendment 33 to Ceiling Price Regulation 22, requiring all manufacturers whose annual sales volume of their manufactured products is in excess of \$250,000 to file Forms 8 by December 19th.

Manufacturers no longer have the option of remaining under the pricing provisions of G.C.P.R. if their volume is in excess of \$250,000. Manufacturers who have not yet filed acceptable and unchallenged Forms 8 with the O.P.S. were urged to do so.

OPS also issued Supplementary Regulation 17 to CPR 22, providing procedure for manufacturers' applications under the Capehart Amendment. However, in order for manufacturers to be eligible for employment of the provisions of the Capehart Amendment, they must first qualify by filing OPS Forms 8 in compliance with CPR 22.



Christmas Greetings
and
Best Wishes for the New Year



MISSISSIPPI SHIPPING COMPANY, INC. • NEW ORLEANS

New York — 17 Battery Place
St. Louis — 320 N. 4th St.

Chicago — 140 S. Clark St.
Washington, D. C. — 1625 "K" St., N. W.

A Merry Christmas



and best wishes to our
many friends in the
coffee and tea trades.

EPPENS, SMITH CO., INC.

Borden Avenue and 21st Street, Long Island City 1, N. Y.
Telephone: EXeter 2-0600

BALTIMORE: 125 Lombard St., PHILADELPHIA: 55 S. Front St.
BOSTON: 156 State Street NEW YORK: 100 Front St.

NCA convention hails PACB's new \$1,500,000 coffee drive

(Continued from page 17)

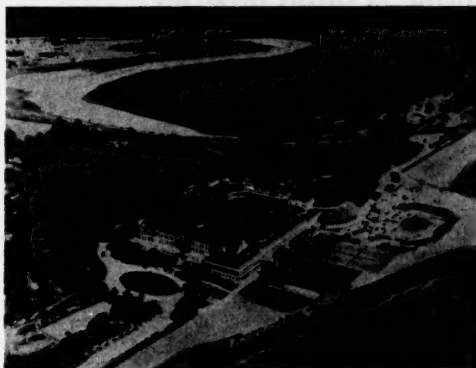
"We have seen and noted with well-justified alarm the terrific threat to our source of supply involved in a depression of prices which took all incentive away from producers," he explained. "We have also noted with equally well-justified alarm the inroads on our market by prices which the consumer seems unwilling or unable to pay. In any recommendations we are called on to make in the matter, therefore, we must stand strongly for prices high enough to be remunerative to producers and low enough to attract consumers. In trying to do this, we cannot expect to be extremely popular with either side."

He said that NCA did not oppose the setting of prices on green coffee at the absolutely highest levels they had reached in open trading, although the association could have done so with some hope of success. Once such prices were established, however, NCA felt they should remain undisturbed until their real effect could be accurately determined by the action of the market, and therefore the organization steadfastly and successfully opposed any change in the regulations as they were written.

"As a result, the coffee trade has been able to operate without the harassment of constant change of orders and regulations which plagued many industries during the past eight months," Mr. De Armond emphasized. "Also any major increases in cost to consumers have been avoided, a development which any of us would naturally hate to contemplate."

Relations with the producing countries, as represented by the Pan-American Coffee Bureau, have been very materially improved, Mr. De Armond reported, adding that a firm basis has been established for mutually helpful cooperation during the year immediately ahead.

"This is highly desirable, because the primary task to which the Bureau is dedicated is one of as vital importance to us as it is to the producing nations," he stressed. "From all estimates of production and consumption, it is apparent that an extremely close balance exists between supply and



The convention site—Hotel del Coronado, Coronado, Calif.

demand. That this condition will not continue indefinitely is certain, and when a change comes it may be in an orderly fashion or it may be abrupt, with consequent harm to the industry as a whole. Furthermore, if an increasing production should encounter a declining consumption, the result is sure to prove costly, particularly to producers everywhere."

Mr. De Armond said that one of the most important objectives of PACB is to prevent such a decline, and the achievement of that objective can best be obtained by the Bureau through the wholehearted and active cooperation of the United States trade.

Increasingly close cooperation between NCA and PACB was also underlined by Dr. Walder Lima Sarmanho, Bureau president. Announcing the \$1,500,000 earmarked by PACB for coffee advertising, public relations and promotion in 1952, Dr. Sarmanho said that while the details of the campaign were still incomplete, the program was almost ready to be submitted to the Technical Advertising Council before final consideration by the Bureau's executive committee.

He emphasized that PACB welcomes constructive criticism. The domestic industry and the producers are, and must be, a team working together for common goals, he stressed. Although there will at times be inevitable differences of opinion as individuals and as groups, we must never lose sight of the fact that we have one common goal, he added.

"There is always room in a democratic society for differences of opinion," Dr. Sarmanho declared. "But men of intelligence and goodwill solve such problems and move forward. Together we can meet the problems ahead and grasp the opportunities—which are great—for increasing the consumption of coffee in the United States."

Pointing out that poor brewing methods can nullify the best efforts of producers and the domestic industry, Dr. Sarmanho said a brewing institute had been suggested. Such an institute would have as its sole objective the general education of housewives and restaurant operators on proper brewing methods.

"The idea has merits," Dr. Sarmanho commented. "Coffee of good original quality is the best salesman that the producer and the roaster have. Then, if we can make well-brewed coffee the rule instead of the exception, we will

(Continued on page 63)

NCA CONVENTION HOSTS

Here are the Californians responsible for the memorable social and sports program at the Coronado convention of the National Coffee Association:

General chairman of the convention committee: William E. Waldschmidt; vice chairman, Walter Emmerling.

In charge of P.S.S.A.'s "La Fiesta," J. E. Mack; handling the General Order Club, H. H. Bradt.

Committee heads of activities: land tour, C. A. Nonemacher; aquacade, George W. Riley; movies, C. W. Allison; pitch and putt tournament, Warren E. Emmerling; croquet, C. E. Mack; fishing, E. R. Lingle; horse-shoes, H. H. Bradt; shuffleboard, H. O. Knecht.

Harbor cruise, T. R. Lingle; fashion show, Walter Emmerling; bridge and canasta tournaments, Andrew S. Moseley; golf, R. R. Quinlan; tennis, C. A. Nonemacher; sail boating, E. A. Appfel; ping pong, I. R. Manning; badminton, William A. White.

On the reception committee were A. F. Arnold, Vic Cain, H. O. Knecht, Jr., L. T. Moseley, R. T. Moseley and L. E. White.

PACB's "one for the road" theme in broad program aiding highway safety drive

"On New Year's Eve, when it's 'one for the road', be sure it's coffee!"

That theme, in the striking advertisement run by the Pan-American Coffee Bureau in 1949, is being repeated this year by PACB in a broadened advertising and public relations program.

The campaign on coffee as an aid to safer driving comes at a time when awareness of the need for greater highway safety is rising throughout the country.

Sparked by the National Safety Council's prediction that the millionth traffic fatality will occur in the latter part of December, many organizations, private and public, are intensifying their efforts to reduce the number of auto accidents. Newspaper and magazine writers, radio and television commentators are pounding with increasing urgency on the need for more careful driving.

With the holiday season, The Advertising Council, Inc., is stepping up its "stop accidents" campaign, with special emphasis on highway safety.

Already the American Association of Motor Vehicle Administrators has picked up the proposal of "coffee stops" to relieve driving fatigue and is pushing the idea in its publicity releases.

PACB's advertising and public relations program is thus focusing attention on coffee for safer driving just when one of the most intensive highway safety campaigns in the country's history is reaching its peak.

Coffee packers have been urged by PACB to identify their own companies and brands with the program.

The Bureau's dramatic "One for the road" advertisement is being run in 153 newspapers with a total circulation of approximately 29,275,000 in 134 cities of 100,000 population or over. Large-space ads—five columns by 200 lines—they are timed to appear on Friday, December 28th, in both morning and evening papers, over PACB's signature.

The Bureau has invited packers to use blow-ups of the ad, carrying their own company and brand names, as point-of-sale posters in grocery stores, fountains, snack bars and coffee shops, wherever coffee is used. They can be valuable as sales and goodwill builders, PACB has pointed out.

The Bureau has made the blow-ups available at cost, \$1.00 per hundred, with the imprinting of company and brand names to be done by the packers themselves, not by PACB, since local costs are probably lower.

The Bureau also made available mats of the advertisement, identical in layout and copy to the blow-ups but in 1,000-line size, to be used by coffee companies over their own signatures in newspapers in their sales territories not on PACB's list.

In support of the Bureau's advertising, a coordinated publicity program is being directed to newspapers and magazines, radio and TV commentators, cartoonists, columnists, civic organizations, service clubs, state highway commission-



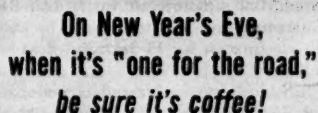


*A Merry Christmas
.. and a Happy New Year ..*

L. NEUGASS & CO., INC.

COFFEE IMPORTERS

133-37 FRONT STREET
NEW YORK 5



PACB's hard-hitting ad will break in newspapers on the eve of the New Year holidays.



Published in the Interest of Public Safety by
PAN-AMERICAN COFFEE BUREAU

Cited as an example, the National Safety Council has included 1,800 proofs of the Bureau's ad in its program kit on traffic safety which goes to cooperating groups throughout the country.

"We know from our previous experience that this program will have the support and endorsement of public leaders and the press throughout the country," Charles G. Lindsay, PACB manager, informed coffee firms last month. "That's why we urge you to participate in it. We believe you will benefit materially—in both sales and goodwill—by identifying your company or brand with a public service program of this magnitude and timeliness."

Several hundred dollars damage was caused at the Mello Joy Coffee Co. plant in Lafayette, La., recently by a fire resulting from power difficulties.

Modern turnpikes and expressway are creating a travel tempo beyond human capacities, and no decrease in traffic fatalities and injuries can be expected until fatigue is recognized as a major factor in our highway holocaust.

Pointing out that driving tension and fatigue has been aptly called "tenigue"—a new national disease—Mr. Harris said that it has not been given the attention it deserves as a major factor in accidents. "In fact," he added, "fatigue has been largely overlooked in our search for an answer to our tragic toll of deaths and injuries in highway travel."

DECEMBER, 1951

**The Pick of Our
Good Wishes**
to our friends in the coffee trade



A Merry Christmas
and
A Happy New Year

FAIRCHILD & BOLTE
91 FRONT STREET
NEW YORK

Larger world exportable production in 1951-52 is forecast by USDA

World exportable coffee production in the 1951-52 crop year is forecast at 31.7 million bags (132 pounds each), an increase of six per cent over the 1950-51 exportable output of 29.9 million bags, by the Office of Foreign Agricultural Relations, Committee on Foreign Crop and Livestock Statistics, United States Department of Agriculture.

This compares with an exportable production of 29.3 million bags in 1949-50, and a prewar (1935-36 to 1939-40) average of 35.0 million bags.

Over-production in prewar years resulted in unremunerative prices and led to the destruction of millions of bags of coffee for which there was no market. Supply and demand are now in close balance, and prices are high enough to encourage new plantings and improved cultivation and harvesting practices, the forecast notes.

In addition to the coffee available for export to foreign markets from the 1951-52 crop, it is estimated that about 8.3 millions bags of coffee will be consumed in producing countries. Therefore, the world total coffee production in 1951-52 is forecast at 40.0 million bags.

The increase in world coffee production forecast for 1951-52 is attributable chiefly to larger harvest expected in Colombia and several other countries.

Colombia is the second most important coffee-producing country. Heavy rains damaged both the 1949-50 and

1950-51 crops in that country, but weather conditions have been favorable for the 1951-52 crop.

Brazil normally provides about half of the world's coffee supply. Coffee is harvested in Brazil from May to September and marketed from July to the following June. The crop which was harvested from May to September in 1951 is included in the 1951-52 forecast. Exportable output from this crop is estimated at 15.8 million bags, a disappointing outturn, only a little higher than the output from the previous crop.

Next to Colombia and Brazil, the most significant increases in coffee production are forecast for British East Africa, Mexico, Guatemala and Puerto Rico. The most important decreases are forecast for El Salvador, Ecuador, Indonesia, and Angola.

The drop in El Salvador's exportable coffee production from 1,112,000 bags in 1950-51 to a forecast of 890,000 bags for 1951-52 is attributed to a combination of bad weather and a cricket plague.

A drought followed by heavy, unseasonal rains damaged Ecuador's 1951-52 coffee crop.

Says consumption of "unwashed" coffee in Mexico is declining

Although Mexican coffee was placed under export control by official decree in February, 1950, in an effort to protect the domestic supply of "unwashed" coffee ordinarily consumed locally, administration of this law has been very liberal. Consequently, large amounts of the unwashed grades have been exported, and consumption of pure coffee in Mexico has declined considerably.



Merry Christmas
and
A Happy New Year

R. C. WILHELM & CO.

INCORPORATED

109 FRONT STREET, NEW YORK 5

**Cup Brew backs "coffee break" theme;
tests coffee bags in vending machines**

Back from the 1951 convention of the National Coffee Association at Coronado, California, executives of the Cup Brew Coffee Bag Co., Denver, pledged support to NCA's programs and activities.

The Denver coffee bag licensing firm was elected to associate membership in the association.

Cup Brew's president, Norman H. Gross, praised the tremendous amount of work being done by the coffee industry, both in the fields of education and selling.

Attending the coffee confab with Mr. Gross were William L. Branch, secretary; J. E. Aldridge, production manager; and Frank J. Haberl, Jr., sales manager, all of the Cup Brew Coffee Bag Co.

Of particular interest to the Denver group was the 1952 promotion theme of the Pan American Coffee Bureau: "Give Yourself a Coffee Break . . . and See What Coffee Will Give You!" A program to increase coffee consumption in the between-meals periods has always been one of the important points in consumer promotion of Cup Brew Coffee Bags.

Speaking for his delegation, Mr. Gross declared that, "Cup Brew Coffee Bags fulfill all of the aims and objectives of the 'Coffee Break' theme. All our Cup Brew licensees have been quick to promote their product as being ideal for odd-hour coffee."

Reports are coming to Cup Brew licensees of the use of Cup Brew Coffee Bags in factories and offices, he said. Office managers and plant superintendents indicate there are no problems involved in employees making their own coffee from Cup Brew Coffee Bags, he added.

**THEY CAME TO CORONADO
BY LAND, SEA AND AIR**

Most delegates to the Coronado, California, convention of the National Coffee Association made the trek by train, exposed to no greater danger than the risk of over-enthusiastic good fellowship.


Other delegates came by commercial air liner or, from nearby points, by car.

Probably the most unique trip was the one made by Andres Uribe, representative of Colombia on the Pan-American Coffee Bureau, and Manuel Proto, delegate of Mexico to the Bureau.

Mr. Uribe and Mr. Proto, who are amateur flyers, took turns piloting a four-place Piper Cub across the country.

One of the longer trips to Coronado by a U. S. coffee man was the freighter voyage, via the Panama Canal, made by Walter D. Stuart. He started from New York City with Mrs. Stuart on October 1st.

The coffee bags are also being used with vending machines, Mr. Gross revealed. Heretofore, most coffee vending machines have been limited to the use of soluble coffee products. Highly successful in the few locations thus far tested have been coffee vending machines designed to produce real coffee made with Cup Brew Coffee Bags, he said. New models using genuine, freshly ground coffee in Cup Brew Coffee Bags will soon become generally available, he declared, not only to businesses where the "coffee break" has become traditional, but also to firms which in the past have refused to allow the "coffee break" because of inconvenience or lack of facilities.



Season's Greetings

To our many friends in the coffee trade
Best Wishes for a Healthful and Prosperous 1952

• LEON TAFFAE CO. •

INCORPORATED

COFFEE IMPORTERS

106 Front St.

New York

Crops and countries

coffee news from producing areas

Brazil cultivates fiber for coffee bags

Brazil's shortage of fiber for coffee bags may be solved through the cultivation of New Zealand flax or "Phormium Tenax, Liliaceae", which was first planted experimentally a few years ago and is now on a profitable commercial basis, reports the Brazilian Bulletin.

The fiber is rougher than flax fiber and is most valuable for bags, ropes, cords, door mats and rug backing.

The experiments began at Pilar do Sul, State of Sao Paulo, where two companies, Fazenda do Linho and Fibrasil, are now operating. Fazenda do Linho is concentrating especially on seedlings and has sold some 300,000 this year, with another 1,200,000 on order, so it would appear that the plant is being adopted as a good money crop by Brazilian farmers.

Since the fiber is useful as a jute or sisal substitute, the expansion of this crop could aid materially in supplying the large Brazilian coffee bag industry, which has been plagued with shortages, or threats of shortages, of jute.

Guatemala sets coffee export tax for 1951-52

An export coffee tax of \$8 per quintal (101.4 pounds) was announced in Guatemala City by the Oficina Central de Cafe.

This levy for the 1951-52 season was based on the average spot price of Medellin type Colombian coffee on the New York Exchange during May of this year, \$59 per quintal.

The rate was determined in accordance with the new coffee export tax law published in the official diary last July 5th.

The new law provides that coffee export taxes are to be imposed each year from July 1st to June 30th, based on the average spot price in New York during the preceeding May.

The tax rate runs from \$4 on a price range of \$30 to \$40; \$5 on prices between \$40 and \$50; \$6 on prices between \$50 and \$55, and \$8 on prices over \$55. When the average May spot figure is over \$60, taxes will be \$8 per quintal plus a 25 per cent ad valorem levy on the value of over \$60.

Pedro Deyurrita, well known Guatemalan coffee grower has been elected president of the Oficina Central de Cafe.

The Oficina is Guatemala's clearing agency for coffee prices, statistical information and general trade data.

Deyurrita, Samuel Franco and Juan Jose Munoz Valdez were elected as new members of the organization's board of directors.

Reelected to serve as secretary was Carlos Echeverria and as directors Eduardo Quezzado, Pedro Cofino, Carlos Claverie.

Hawaii coffee industry claims production record

Hawaii's coffee industry established a world record during the 1950-51 fiscal year in the production of pounds per acre, according to Baron Goto, associate director of the University of Hawaii agricultural extension service.

The Hawaiian growers produced an average of 2,203 pounds of green coffee per acre, Mr. Goto said, compared with a world average of 700 to 1,000 pounds per acre. Mr. Goto presented the figures during a conference on the economy of Kona, the section of the island of Hawaii where the coffee industry is centered.

Kona produces about 50,000 bags (132 pounds per bag)



We extend our good wishes for
a Happy Christmas and a Pros-
perous New Year to the coffee
trade in the United States.

MEXICANS
HIGH QUALITY COFFEES

NATIONAL COFFEE COMMISSION of MEXICO

Hamburgo No. 49, Mexico 6, D.F.

120 Wall Street, New York 5, N. Y.

Member: Pan-American Coffee Bureau

annually. Mr. Goto said that because the total is small compared to world production, and because Hawaii is the only area under the American flag that produces coffee in any significant quantities, there is little chance of Kona obtaining tariff protection in the U. S. market.

Mr. Goto warned Kona producers against too much "free spending" during the current boom in coffee prices. Hawaiian prices for green coffee are about 45 to 48 cents a pound, compared to 15 cents less than ten years ago.

"In the light of the big growth in planting going on in the world," he said, "the price of coffee probably will fall again in about five or six years."

Kona's crop last year totalled 7,500,000 pounds and brought \$3,500,000. Peak production was in 1933-34, when it totalled 10,398,000 pounds but brought only \$1,200,000.

Coffee tree population in Cuba

The coffee tree population in Cuba increased during the past five years by around 15 per cent to roughly 245 million trees, of which close to one-fifth have reached ages of declining productivity. Most of the new plantings were made in Oriente Province, and about one million are of the *Nacional* variety imported from El Salvador.

Over one million low-yielding trees were uprooted in Alto Songo to plant sugar cane, sugar mills offering to build roads as an inducement to coffee growers to shift to sugar. In addition, about one million trees in Las Villas Province were destroyed by weevils. Most of the land on which they were planted is used now for cattle raising.

Grand Union names Preis vice president, promotes Palmer, Elmer

William H. Preis, who was appointed general manager of the Grand Union Co. route division recently, has been elected a vice president of the firm, it was announced by Lansing P. Shield, president and board chairman.

J. H. Palmer, formerly route division premium buyer, has been named assistant to the general manager in charge of sales promotion. Succeeding him as premium buyer is Jack F. Elmer, formerly assistant buyer. Leslie H. Miller has been appointed merchandising manager.

Mr. Preis, a past president of the New York Premium Club and now a member of its board of governors, was formerly route division sales manager. He has been with Grand Union since 1933, when he became a route salesman in Milwaukee.

The division operates more than 700 direct-selling grocery routes in 34 states, and is a large user of premiums, offering its customers a selection of over 200 items.

Ehlers readies biggest campaign yet

Albert Ehlers, Inc., Brooklyn, N. Y., has launched an advertising campaign described as "the biggest" in the company's 58-year-old history.

The major effort will be devoted to advertising Ehlers Grade A coffee, and a substantial amount to Grade A Tea, and White Giant Rice. Erwin, Wasey & Co., New York City, is handling the campaign.

Each week during the coming year New York metropolitan dailies will carry a 500-line newspaper ad with a copy theme built around Ehlers' slogan "The Coffee with the Bracy Flavor."

The same message will be broadcast throughout the year on two morning spots on WCBs.

DECEMBER, 1951



Merry Christmas

and a

Happy New Year

To All

George W. Lawrence & Co., Inc.

COFFEE

106 Front St., New York 5

Season's Greetings

and

Best Wishes

for a

Happy New Year



F. W. Ehrhard & Co.

New York


A.K.
EXTRA CHOICE
PRODUCTS

HONDURAS WASHED COFFEES HONDURAS UNWASHED COFFEES

TO ALL OUR FRIENDS
A VERY MERRY CHRISTMAS
 AND
A SUCCESSFUL NEW YEAR

DAVID A. KATTAN
 COFFEE IMPORTERS

309 Board of Trade Annex, New Orleans 12, Louisiana

Season's
Greetings

WILMER T. von GOHREN
COFFEE BROKER
 306-7 Natchez Building
 New Orleans 12, Louisiana



Holiday Greetings
HAYES G. SHIMP (CANADA) LTD.

15 TORONTO STREET, TORONTO, ONT., CANADA

Cable. SHIMPS
 Tel.: Empire 3-4193

• TEA IMPORTERS AND COFFEE BROKERS •

Marketing

advertising . . . merchandising . . . promotion

Broader market for demi-tasse coffee is Schonbrunn aim

A promotion aimed at interesting all consumers in Medaglia d'Oro Coffee, a demi-tasse blend and roast, was launched recently by S. A. Schonbrunn & Co., Inc., at a party for food editors at the Waldorf Astoria Hotel, New York City.

Up to now the product has been purchased mostly by Italian and Italian-descent families. Through advertising and promotion the firm hopes to expand sales.

Schonbrunn also offers a machinetta (little machine), a special pot for brewing Medaglia d'Oro Coffee, for \$2 and a coupon from a tin of the coffee.

Consumers may obtain the machinetta and two one-quarter pound tins of the coffee by sending in \$2.79.

New slogan for Gold Shield Coffee

A new slogan and a new half-hour morning radio program, supported by cartoon-style newspaper advertising, make up a new advertising package for Gold Shield Coffee, produced by Lang & Co., Seattle.

The slogan is: "Better any way you make it!"

The radio show is the Gold Shield Coffee Club, aired each morning over a half-dozen Washington stations. To get in the show, a consumer sends in the last half-inch from the unwinding band of a can of Gold Shield, with name, address and telephone number.

During the broadcasts, phone calls are made to those whose names have been received. For the right answer to the telephone question the consumer receives a gold-finished electric coffee maker. For the "gold cup winner," a 17-inch Sylvania television set is the prize.

In typical newspaper advertising that backs this promotion, a cartoon shows a couple making coffee a dozen different ways, from grandmother's old coffee pot to a samovar. The caption picks up the slogan.

Newspaper advertisements appear in 26 papers in the listening radius of the radio stations carrying the program.

The stations are KRSC, Seattle; KVOS, Bellingham; KPQ, Wenatchee; KIT, Yakima; KUF, Walla Walla, and KXLE, Ellensburg.

The Pacific National Advertising Agency handles the account.

Why it pays to stick to advertising

In a recent editorial on the perils of sporadic advertising, Printers' Ink dug up this coffee case history:

"A coffee company put \$385,000 in advertising over a period of 20 months. Then it stopped advertising. Sales increased almost immediately after the advertising started and continued to increase. But within the second year after it was stopped, sales, which had reached an all-time high, began to decline. Within ten years they had dropped from a high of 50,000,000 units to a volume less than 23,000,000 units.

The editorial cites this and other case histories to demonstrate the truth in this saying by John Wanamaker:

"Advertising doesn't jerk. It pulls. But if stuck to, it will exert an irresistible force. Advertising is no game for the quitter."

Packers name new ad agencies

The Tetley Tea Co., formerly a client of the Duane Jones Co., has named W. Earl Bothwell Inc. as its agency.

Coffee Time Products of America, Boston, has named Weiss & Geller, Chicago, to handle advertising for Coffee Time, carbonated coffee beverage, in the New York metropolitan area.

The Old Dutch Coffee Co., Inc., New York City, is now advertising through Elliott Nonas, an agency in this city.

The Knickerbocker Mills Co., spice grinding firm, has named La Porte & Austin, Inc.

Gillenwater Coffee marks founding day

The Gillenwater Coffee and Supply Co., Wichita, Kansas, which opened its doors for business November 11th, 1918, celebrates that day each year as anniversary day.

The company was founded by E. M. Gillenwater, with his wife and one employee. Each day they called upon their customers, until he was compelled to hire another salesman to help him cover his city route. Later as the company grew, more and more salesmen were hired.

The Gillenwaters later had four sons, now all actively engaged in the business—Maurice, Rolland, Clifton and Junior. The growing business demanded that they move to larger and more adequate facilities. In 1941 they moved to their present location at Douglas and Waco Streets, where they recently completed remodeling their building.

A complete service is offered by the firm—including the drawings of plans, blue printing and installation of restaurant and institutional equipment.

Coffee slogans

Here are slogans used by coffee packers in current or recent advertising:

"Pour a smile for breakfast!"—McLaughlin's Manor House Coffee.

"Schilling brings you a blend of exclusively Central American coffee."—Schilling Coffee.

Greetings of the Season



J. ARON & CO., INC.
242 California St.
San Francisco 11, Cal.

SINCERE HOLIDAY GREETINGS



E. A. JOHNSON & CO.
166 California Street
SAN FRANCISCO

Season's Greetings

from

AMEDEO S. CANESSA

CASA FUNDADA POR A. CANESSA EN 1869

(Established by A. Canessa in 1869)

SAN SALVADOR, EL SALVADOR, C.A.



L. E. TORO, INC.

15 William Street, New York 5, N. Y.

Representatives

Federacion seeks industrial markets for coffee by-products

Suggestions on setting up a technical service which would look into the possibilities of using coffee by-products in industry are being solicited from its nine member countries by the Federacion Cafetalera Centro-America-Mexico-El Caribe.

The organization also decided at the recent session in San Salvador to establish a quarterly review containing illustrated articles on coffee in the nine countries. In addition to El-Salvador, where the headquarters are located, the countries are Guatemala, Honduras, Nicaragua, Costa Rica, Cuba, Haiti, the Dominican Republic and Mexico.

The organization held simultaneously, an Extraordinary Assembly, and an Ordinary Session of the Directive Council, or government board.

Rene Malagon y Morel, representing the Dominican Republic, was elected president of the board; and Salvadorean foreign minister Roberto Canessa was named vice president. Jose Santon Zejeda of Honduras, was named secretary. The new governing body took office immediately after election.

The Assembly approved the liquidation of the accounts of the 1950-1951 fiscal year, and also the figures for the 1951-52 budget of the organization.

During the 1950-51 season, approximately two million new coffee trees were set in Mexico, about half of which were produced by the Commission's nurseries.

WITH every good

wish for all in the coffee

trade for a bright

Christmas

and a brighter

New Year



SCARBURGH CO. INC.

90-96 WALL ST., NEW YORK

**GULF & SOUTH AMERICAN
STEAMSHIP COMPANY, INC.**

extend

Season's Greetings

and

Best Wishes

for the

New Year



Coffee hour vs. cornpicker accidents

With judicious help from the coffee industry, the idea of the coffee hour has been gathering momentum recently.

Latest support to the idea comes from Jack Steele, extension engineer at the University of Nebraska. Mr. Steele suggests mid-morning and mid-afternoon coffee breaks to reduce the heavy toll of cornpicker accidents during the harvest season.

The suggestion makes sense to the Kearney Daily Hub. In an editorial headed "Coffee vs. Accidents", the newspaper urges the coffee hour for farmers as well as urban dwellers.

Here is how the Daily Hub put it:

"There have been many good suggestions advanced as to what measures can be taken to limit the number of cornpicker accidents, but Jack Steele, extension engineer at the University of Nebraska, has come up with a new one.

"He suggests cornpicker operators turn Swedish during the harvest season, and observe the old Swedish custom of having coffee in the middle of the morning and again in the afternoon.

"A good share of urban workers already have adopted that custom, and there is no good reason why the farmer shouldn't follow suit.

"The extension engineer said that most accidents happen between 10 and 12 a.m., and 4 to 6 p.m., when the operator is often tired.

"The toll already this season has been heavy in the central Nebraska area. If observance of a coffee hour will reduce the number of these tragic accidents, the time lost from harvesting would be well spent."

Season's Greetings

and

Best Wishes

for a

Happy New Year



JOSEPH G. HOOPER JR. CO.
COFFEE

San Francisco

Greetings

AND

All Good Wishes

To All

In The Coffee

Industry

MARTINSON'S
COFFEE

190 Franklin Street
New York 13, N. Y.

Season's Greetings

TO ALL OUR
COFFEE FRIENDS



FELIX J. VACCARO

305 Magazine St., New Orleans, La.

Best Wishes
to the Coffee Industry
for a happy holiday
season and a very
successful New Year

from

SCHOLTZ & CO.

COFFEE IMPORTERS

82 WALL STREET, NEW YORK CITY

Greetings
of the
Sea son



from

A. L. RANSOHOFF CO.

Incorporated

Coffee Importers

108 Front Street

New York

Hills Bros. gets NPA nod for construction of new \$500,000 plant

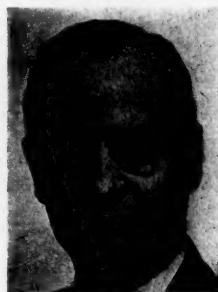
Hills Bros. Coffee, Inc., San Francisco's largest coffee roasters, last month began preparation for a half-million dollar plant expansion in that city.

T. Carroll Wilson, vice president of the company, said the expansion, contemplated for several years, has received the approval of the National Production Authority.

The \$500,000 addition to the 73-year-old coffee firm's processing and warehousing facilities will be constructed adjoining the company's present plant at Harrison, Spear, Stuart and Folsom streets.

Hills Bros. completed acquisition of the square-block area ten years ago when it purchased three corrugated metal warehouses from the United Smelter Co.

These have been used as additional warehousing space by Hills Bros. since the war, but are now being destroyed to make room for the plant addition.



T. Carroll Wilson

Christmas Greetings
to the Coffee Trade



G. LUNARDELLI S.A.
Coffee Exporters

SANTOS — PARANAGUA — RIO

End. Telegrafico: "LUNAR"

SANTOS

The Bechtel Corp. will construct the new building, for which engineering designs were completed last fall. It will be built of reinforced concrete.

Hills Bros., said to be the largest independently owned coffee roasting firm in the United States, was started in the old California Market in San Francisco in 1878. Its first retail store was opened in 1882.

The company's present plant was built in 1926, and an additional plant has been operated in Edgewater, New Jersey since 1941.

Hills Bros. has contributed greatly to San Francisco's position as the country's second-largest coffee roasting center and its third largest coffee port, following New York and New Orleans.

Concentrated coffee flavor available for bottlers

A concentrated coffee flavor, known as Coffee King Concentrate, has been developed by the Heyman Process Corp., New York City, for use in the preparation of bottlers or dairy syrup, and also for making iced or hot coffee.

The product is said to contain a roasted coffee flavor in liquid form which imparts a natural coffee aroma to the products in which it is used. It does not foam in the bottling process, and beverages prepared with it do not need to be pasteurized it is reported.

The concentrate is prepared by countercurrent extraction process, it is indicated, and the caffeine is removed by solvent. Additives include caramel color, propylene glycol and other natural flavors.

One teaspoon of the concentrate to a cup of boiling or iced water is said to result in normal strength coffee. For the preparation of bottlers' syrup, ten ounces of concentrate is added to one gallon of 32 Be sugar syrup.

A Merry Christmas and

A Happy New Year

to the buyers of Honduras
Coffees in the United States



NICOLAS J. LARACH Y CIA.

SAN PEDRO SULA, HONDURAS, C.A.

Leading Coffee Exporters

U.S. Code: ACME

Cable: NJLARACH

Season's Greetings
and
Best Wishes
for the
New Year



B. C. IRELAND, INC.

227 Front Street
San Francisco

Seasons'
Greetings
to
All



S. A. SCHONBRUNN & CO., INC.
COFFEES AND TEAS

77-83 Water Street

New York, N. Y.

Greetings
of the
Season
to all
our friends



ARNOLD, DORR & CO., INC.
105 FRONT STREET
NEW YORK

Coronado diary

(Continued from page 22)

M. and their wives, Dorothy and Lynne, Warren Emmerling, Mr. and Mrs. Norman Johnson, Herb Knecht, Jr., Earl and Anne Lingle, Ed Malmgren, Jr., Bernie Reagan, Bob Ruth, Lennis White, Mr. and Mrs. John Castleman . . . Nice to meet Overton Dickinson and W. R. Van Natta, and we reviewed some of the Washington days during the war . . . George Gordon Paton and an early morning chat . . . R. Clark, of the Conroy Coffee Co., and Mrs. Clark, Jack Duff of Leon Israel & Co., San Francisco, and Mrs. Duff, Maynard and Jane Holt of Memphis, Tennessee, Jack and Barbara Hornung, Mr. and Mrs. Jack Mooney, Louie Ozor, of the Tempo-Vane Manufacturing Co., in Oakland . . . Moose milk with George Smith (but not like Del Monte) . . . The entire Southern California group, who always have such a grand time together, at any meeting, any place . . . Interesting chat with Pete Folger and Jack Evans . . . Sorry to see Jim Folger with a troublesome arm (a tennis elbow, but he doesn't play tennis, says Jim) . . . Bill Morton having fun at the pool on Sunday night . . . A few of the General Order Club sponsors, Bill Eagle and J. A. Stein of Pope & Talbot, Gordon Paton, Tom Creswick, of American Can, Leonard and George Koppel, Tom Morris, of Benj. Betner, D. B. Geddes, of Moore McCormack, J. P. Morgan, Continental Can, and many other representatives from many other companies, whom we did not have the opportunity to meet . . . We were glad to see and talk with Andy Glover and Harold Gavigan, Gene Hoelter, who is president of the Pacific Coast Coffee Association, Bob Quinlan, and Charlie and Christine Josefe, from



BALZAC BROS. & COMPANY, INC.
Coffee Importers
96 Wall Street, New York

Greetings
of the
Season



TITO ABBO JR. & HNOS.
Coffee Exporters
MARACAIBO, VENEZUELA
CUCUTA, COLOMBIA

Mexico City . . . Gene Heathcote, Olin Howell, Mr. and Mrs. Clarence Levy, Bill Lynch, Harry Maxwell, Tom Prettyman, of Paxton & Gallagher, of Omaha, Max Richter, of S. L. Jones & Co., San Francisco, and, of course, Bill Roussel, of New Orleans . . . Bill and John Rowe, George Thierbach, Carlton Corey, of Standard Brands, Joe Hooper, Herb Knecht, Sr., John Ruth, Carroll Wilson, Mr. and Mrs. George Bardet, Weldon and Lolita Emigh, Bill White, of Huggins-Young, Los Angeles, and Ed Aborn, newly elected NCA president.

Congratulations again to Bill Waldschmidt (and we should include Thelma Waldschmidt) and his able committeemen and assistants. A wonderful job, Bill, and the sort of convention of which we in Southern California, particularly, can well be proud.

New Army coffee urn

(Continued from page 23)

average person, soldier or not, but meets the extraction percentage dictated by more scientific minds, it was pointed out. Between 70 and 85 per cent of the soluble solids in coffee should be extracted when a brew is made.

Within the near future, manufacturers will be marketing the new-type urns not only to the military but to commercial establishments, NCA disclosed.

Libya to drop controls on coffee, tea

The Commissioner of Trade and Supplies for Tripolitania, Libya, recently announced that the British administration will soon relinquish its monopoly on the importation and sale of coffee, tea and other products.

Our Constitution is in actual operation; everything appears to promise it will last; but in this world nothing is certain but death and taxes.

— BEN FRANKLIN
1789

Happy Christmas

Wm. Hosmer Bennett & Son
95 Front Street New York, N. Y.


THE NATIONAL COFFEE COMMITTEE OF

HONDURAS

extends

Best Wishes and
Holiday Greetings
to all in the
Coffee Industry.

COMITE NACIONAL DEL CAFE
Tequigalpa, D. C., Honduras, C. A.

Season's Greetings
and
Best Wishes
for a
Happy New Year

W. D. ROUSSEL & CO., INC.

422 Gravier Street
New Orleans, La.

GREETINGS



to all our
friends in the
coffee trade

The U. & J. LENSON CORP.

3905-2nd Avenue

BROOKLYN 32, NEW YORK

**Holiday
Greetings**

to all
our friends

LOPEZ & MANGUAL

Established in 1925

Coffee Importers

Colombians—Maracaibos—Santos

135 Front Street, New York

More volume is vital

(Continued from page 25)

reserve an authorized increase in roasted prices which should prevent any squeeze from becoming fatal. It summarizes itself in this way: our position is now relatively stable as far as governmental interference in prices or supplies are concerned, and the situation exists which can make expansion possible.

There has developed during this period, too, a much clearer picture of the actual supply situation. In the early days of our new supply situation we read a great many solemn prognostications which, on close examination, seemed more than slightly preposterous. It was argued, for instance, that "world consumption" was certain to exceed world production and that such a situation would make coffee priceless. It probably would, except for the rather obvious fact that world consumption cannot in the absence of a stockpile exceed world production by as much as a single ounce. World demand can exceed production, perhaps, but consumption cannot. Demand, on the other hand, cannot be separated from price. Demand, that is, as distinguished from simple desire. What happened, of course, is what inevitably had to happen—demand simply adjusted itself to the new supply basis. It has been said, and quite truthfully, that it takes a long time to increase production. It does not, however, as we found out to our cost, take nearly so long to decrease consumption.

Now since demand and supply cannot be maintained to the pound in exact balance, and since effective demand cannot exceed supply, it is certain that, disregarding any tedious statistical detail, supply already does exceed demand and will do so increasingly as time goes on, unless something happens to reverse the trend. If nothing does happen it will be a relatively short time before the coffee-producing countries of the world are again wrestling with awkward and costly surplus supplies.

The coffee trade of the United States could not consider such a development as a favorable one. Depressed coffee prices are by experience and history almost as harmful to coffee processors as they are to producers. A prosperous coffee industry in the United States is based strongly on the handling and sale of a product of considerable value. The years of lowest earnings in the industry are exactly the years of lowest returns to producers. Contrary to the belief in many producing circles that our industry delights in their misfortunes, the fact is that our own welfare is entirely

Merry Christmas

and

A Happy New Year

C. H. D'ANTONIO & CO.

Coffee

BROKERS

AGENTS

203 Board of Trade Annex, New Orleans, La.

dependent on an adequate return for green as well as roasted coffee.

It is obvious, therefore, that our interests are also identical in the prevention or checking of any trend likely to create ruinous over-producing in the future. There is one way, and one way only, that this can be accomplished. That is to see to it that demand increases in step with new production. This can be done. It will require, however—and I am sure it will get—the close and intelligent cooperation of every factor in the industry, from producer to retailer.

In my annual report as long as four years ago, I warned that the top ten per cent of the demand in this country was soft; that it could easily be lost since it represented new growth not yet stabilized into custom or habit. It was the bonus sale created by straight promotion—a return to producers and to the trade here, incidentally, out of all proportion to its cost. It is that top ten per cent which we've temporarily lost. And it is that top ten per cent which perhaps the producing countries could not have provided from existing plantations. Now the job, by description, is relatively simple: to create or re-create that demand while the producers are creating the production to satisfy it.

No overnight job

Since the ten per cent was created by promotion and advertising in the first place, it is not too much to hope that it can be re-created with a fair degree of speed. At best, however, it will not be an overnight job. Changing the attitudes and habits of a hundred and fifty million people concerning a staple product like coffee is a long-time proposition. So, however, is the increase in production. Both things can be done, nevertheless, and I think they will be.

The first effective steps are already being taken. No one ever knows for certain what makes a people turn away from a staple product. We only know for certain that sometimes they do. We do know the prices beyond the capacity to pay have that effect. We know also that the decision on the part of the consumer as to his capacity to pay for a particular article may be conditioned by sheer exasperation, by the feeling of being taken. This last factor may be, and often is, more important than the former, and, however unjustified, the decision is nevertheless final.

Since our margins of profit are extremely narrow, and since our efficiency of operation is close to maximum, we as an industry are in very poor position to attempt to increase consumption by making it more economical for the consumer. That in the final analysis is a problem strictly for the producers. We can, and during the year have, however, exercised great influence in making this problem plain to the consumer and in eliminating to a very considerable extent the tonnage lost because of anger and misunderstanding.

It is fortunate that a start has been made in this field because it will be of continuing importance to us as long as prices remain relatively high. And the day when prices will return to the 1930 levels is very far off indeed. For our continuing prosperity, therefore, the public must be made to understand the facts of life as far as production costs are concerned and sold continuously on the overall value of the product. This is by no means impossible to do, and it will be done.

Coffee is top beverage in restaurants

Coffee, is by far the most important beverage served in restaurants, representing as high as 95 per cent of all beverage orders.

DECEMBER, 1951

SOLUBLE COFFEE is COFFEE BUSINESS

Regional coffee roasters can compete as readily in the field of Solubles as their regular coffees now compete with other regular coffees.

Let us help you get started with a PURE SOLUBLE COFFEE POWDER to accompany your regular coffee item.

THE HARRISON COMPANY

Soluble Coffee for the Trade

601 W. 26th St.

New York 1, N. Y.

Vaculator
Reduces Breakage
UP TO 50%!

Just like getting one month's supply of bowls FREE every 2 months. You save 50% on glass breakage because only Vaculator gives you:

- SEMI-WIDE NECK to reduce chipping when filling or pouring
- TEAR-DROP SHAPE to ease shocks
- RUBBER-CUSHIONED HANDLE to soften bumps
- UNIFORM GLASS no thick or thin spots
- HAND-TITE HANDLE easily changed in seconds
- PYREX brand GLASS tops for resisting heat

Thousands of restaurants and fountains favor Vaculator because they save on glass breakage . . . and they save on Vaculator's lower prices. Prove it to yourself.

Vaculator
311 N. DESPLAINES STREET
CHICAGO 4, U.S.A.



**NCA convention stunned
by death of Earl Reagan**

The 1951 convention of the National Coffee Association, held at the Hotel del Coronado, Coronado, California, was stunned by news of the death of one of the delegates, Earl B. Reagan, president of Major Brand, Inc.

Mr. Reagan, 58, had been attending the convention with his wife. In recent months he had fought off a siege of pneumonia and a heart attack.

A native of Duquesne, Pa., Mr. Reagan entered the coffee business in Seattle in 1910, where he joined his uncle, John Shaw, in the Commercial Importing Co. In 1927 he went to Los Angeles, beginning there as a salesman with Newmark Bros.

Shortly afterward he joined the Puritas Tea & Coffee Co. He engineered a merger between Puritas and Coffee Products of America, Inc., Ltd. In 1930 he brought about consolidation of Newmark with Coffee Products of America, whose name was later changed to Ben-Hur Products, Inc. Mr. Reagan became a member of the board of directors and then president of Ben-Hur.

In 1944 he purchased the Major Coffee Co., Inc., changing the corporation into a partnership which he operated with Claude A. Reagan and Bernard E. Reagan. Later the firm became a corporation again, Major Brand, Inc., which absorbed the S. J. Wines Coffee Co., of San Diego.

Last October 1st, the Los Angeles operations of Major Brand, Inc., were taken over by Breakfast Club Coffee, Inc., the transaction involving all routes, inventories, truck and coffee making equipment.

Active in coffee affairs, Mr. Reagan had served as regional vice president for Southern California of the Pa-

**PACB names agencies to handle
advertising and promotion**

Appointment of two agencies to handle the extensive advertising and promotion of the Pan-American Coffee Bureau has been announced by Charles G. Lindsay, manager of the Bureau, which represents ten coffee producing nations of Latin America.

Effective April 1st, Robert W. Orr & Associates, Inc., will be responsible for all advertising in printed media, and Cunningham & Walsh, Inc., will handle the Bureau's radio and television campaign.

Definite media plans will be announced in the near future, Mr. Lindsay said.

cific Coast Coffee Association and as president of the Southern California Coffee Roasters' Association.

He is survived by his wife, Loretta, four sons, Bernard E., John N., James E. and Eugene L., and two brothers, Claude A. and John S.

**Canadian tea, coffee association
picks site, dates for 1952 meet**

The Tea and Coffee Association of Canada has announced the place and dates for its 1952 annual meeting and convention.

The place: The Seignior Club, Montebello, Quebec.

The dates: October 6th, 7th and 8th, 1952.

No home-grown coffee in U. S.

Although coffee is America's favorite beverage, all efforts to grow the bean in the United States have failed.

Every pound of coffee we consume must be imported in the raw state from coffee-producing countries.

LEONIDAS LARA & SONS, INC.

99 Wall Street

New York 5, N. Y.



FINE COLOMBIAN COFFEES

TELEPHONE
DIgby 4-8777

TELETYPE
NY 1-3368

Cable: NYLORENA

Out of the Grinder

Here are some more of those old German superstitions about coffee, as reported by Production Progress, pert house organ of the B. F. Gump Co.:

Almost everyone is familiar with the superstition that bubbles in your cup of coffee mean money coming your way, but another, along the same lines, predicts that if the bubbles move to the center of the cup you can depend on having nice weather.

In Boden, the folks used to believe that a fellow could drive off all of his girl's boy friends by adding a little salt to their coffee.

Another romantic (?) fancy goes that if a girl leaves the lid off the coffee pot, all of her boy friends will leave her, or she will marry a monkey-faced man.

The hardest one of all to swallow (pun intended) claims that a cure for homesickness is to drink coffee in which has been mixed a little earth from a road junction or a freshly dug grave!

How big are retail coffee sales? According to Food Topics, sales of coffee in retail stores last year amounted to \$1,068,290,000. Retail sales of coffee in all outlets reached the substantial total of \$1,840,000,000. The magazine estimates that retail sales of soluble coffee amounted to \$77,868,000.

Tab this for your file-and-forget department.

At Key West, Florida, President Truman paid a dollar for a cup of coffee and Sebastian Cabrera 3d, proprietor of Key West's newest restaurant, has an autographed dollar bill and the unwashed cup to prove it.

The President dropped in on Mr. Cabrera's restaurant, the Caribe, at 7:55 a.m., during the early morning walk he took daily from his vacation headquarters at the Key West naval base.

Mr. Cabrera said the President, "gave me an autographed one dollar bill brought with him. He said, 'This ought to be a profitable cup of coffee for you. There are some people who consider this signature valuable—autograph people.'"

There are all kinds of ways to tell customers about an inevitable raise in coffee prices. Refreshingly different is the approach used by Quality Inns, London, which raised its price on morning coffee from 4d. to 5d.

Coffee Trade News, London, says a notice appeared in the restaurant declaring: "It seems superfluous to tell you why, but we will. Increased price of this, increased price of that, rising cost of these, rising cost of those, etc., etc., ad nauseam."

From Dr. Ernest C. Crocker, owner of what the Saturday Evening Post recently called "The Million Dollar Nose," comes this slightly disconcerting note about coffee flavor:

"The elements of odor, like those of taste, need not all be pleasant. Every

characteristic odor has pleasant notes, and in some instances, unpleasant ones. There are often little kick notes that are quite unpleasant. For instance, in freshly roasted coffee, there is a skunky note that belongs there. This skunky note is a desirable thing, but skunky smell in beer is most undesirable. This skunky odor compares with bitterness or sourness in taste, which may be desirable in small amounts to do exactly what's needed to complete a flavor. Likewise, very disagreeable odor sensations are sometimes needed to round out the total effect.

* * *

A coals-to-Newcastle story is this coffee-to-Guatemala tale, reported recently

by Reuters. Here's how they put it:

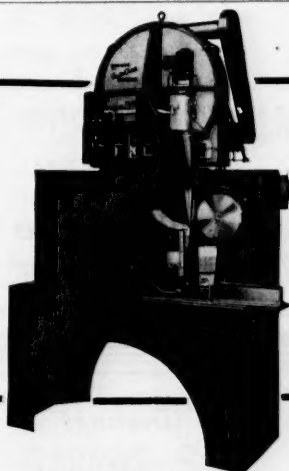
Guatemalans are drinking coffee extract imported from the United States.

Highworld coffee prices have made it economic to export every available pound of coffee. Only coffee that does not meet export standards is left in the country for local consumption, and even it costs 75 cents a pound sold in unsealed paper sacks.

So disgruntled housewives have turned to instant coffee preparations from the United States, which are cheaper and need only to be mixed with hot water. Sales of this product have doubled in the last year, even though Guatemalans regard it as a poor substitute for their own winery brew.

BAR-NUN

Automatic
BAG FEEDER,
OPENER and WEIGHER
for
Bean and Ground Coffee



Here's the PROFITABLE Way to Package Your Coffee in Bags

YOU can bag both whole bean and ground coffee with this dependable automatic machine, and cut packaging costs 3 ways . . . 1, The BAR-NUN stops overweight losses—extreme accuracy is guaranteed. 2, It takes only one-half of one operator's time to feed, open, weigh, fill and eject 26 to 30 one-pound bags per minute. 3, Automatic, mechanical operation replaces undependable manual effort, to keep production at a steady rate. ★ Roasters tell us the demand for coffee in bags is increasing. So, investigate these proved economies of the BAR-NUN Bag Feeder, Opener and Weigher NOW.

B.F. Gump Co.

ENGINEERS AND MANUFACTURERS SINCE 1872 • 1312 SO. CIGERO AVE., CHICAGO 50, ILL.



B. F. GUMP CO.

ESTIMATOR-DUPLEX
NET WEIGHTERS IDEAL GREEN
COFFEE CLEANERS GUMP COFFEE
GRANULIZERS BAR-NUN WEIGHTERS IDEAL COFFEE
AND BAG FEEDERS ELEVATORS



In A Nutshell . . .

Touch a little chicory to your tongue and you can taste the honey-like sugars developed during the roasting process. When blended with coffee these sugars (together with other natural elements) create the agreeable mellowness characteristic of coffee plus chicory.

E. B. MULLER & CO.

53 Wooster St.
New York

613-615 South Peters St.
New Orleans, La.

Factories in Michigan

Greetings

NIOAC & CIA., LTDA.

EXPORTADORES

Caixa Postal, 186
End. Telegr.
"MONICA"

RUA FREI GASPAR
10/12 (TERREO)
SANTOS

ORTEGA AND EMIGH, INC.

Coffee Importers

Quality Coffees From

COLOMBIA-SANTOS
GUATEMALA-EL SALVADOR-COSTA RICA
MEXICO-NICARAGUA

461 Market St. San Francisco

Coffee Exchange and prices

(Continued from page 27)

reducing the purchase cost to the level that existed on the day he made the sale to his customer.

This type of operation is known as hedging, and is an extremely important function of all commodity exchanges.

Let me cite another example of hedging. Take the case of a coffee company which, because it wishes to be constantly in a position to fulfill its customers' orders, always stocks more coffee than is needed for its immediate requirements. This might be called a protective inventory. It may sometimes be necessary, to maintain this inventory at adequate levels, to make additional coffee purchases immediately, even though it appears that by waiting a week the price might decline somewhat. The company cannot, however, run the risk of being without coffee.

This is a situation for a hedge. Such a firm could buy coffee today with no fear of a price decline a week later, since it could protect itself by simultaneously selling coffee futures through the Exchange. Then, if the market declined as expected, the profit on the futures contract would offset the loss on the coffee purchased for the protective inventory.

"Spots" and futures

"Spot" or cash prices and futures prices tend to move together; advances in the spot price tend to be paralleled by advances in the price of futures contracts, and vice versa. *Only in very rare instances have futures prices led spot or cash prices.*

Suppose, in the case cited, that the market goes up instead of down. The company would still have the profit on the coffee it purchased for its protective inventory, and this would offset the loss incurred on the coffee sold in the futures market.

Hedging then, is simply a form of insurance. Its purpose is to protect a profit, to limit losses, and to safeguard bank credit. It is the passing of a risk by a producer, a roaster, etc., to the speculator, who buys in anticipation of a price rise or sells in anticipation of a price decline.

The roaster who buys coffee for future delivery also sells an equal quantity of coffee for immediate delivery. One transaction offsets the other, and the element of risk in the futures transaction is consequently reduced to an absolute minimum.

Insurance function

Without this insurance function of the Exchange, it would be extremely difficult—and frequently impossible—for traders to either acquire or dispose of coffee stocks, except at the cost of making inordinate price concessions. Further, processors and distributors would be required to obtain larger profit margins, in order to cover the risk involved.

I want to make it clear that the purpose of the hedge is rather to insure against a loss, and not to make a profit. Any profit obtained from a futures transaction merely equalizes the loss incurred on an offsetting spot or cash transaction.

Let us turn now to the role played by speculation in a commodity exchange. A speculator, as distinguished from one who hedges, is a term applied to a person who takes a position in the futures market for the purpose of making a profit on the transaction itself, and not in the course of conducting a business in coffee. This, by the way, is by no

means intended as a slur on the speculator, who performs a useful and important function in the exchange by providing a broader and, therefore, a more stable market.

What is speculation? Basically, speculation is an essential phase of all transactions which involve the future. For example, when a contractor agrees to build a house with lumber he does not yet have, he is speculating. In other words, he is "selling short," as they say; assuming a risk in return for a potential profit.

So with the tailor who agrees to make you a suit from cloth he has not yet bought—he, too, is a speculator. On commodity exchanges, such as the New York Coffee and Sugar Exchanges, this kind of agreement is termed a futures contract, which means simply that it is an agreement to deliver a commodity at a stated time in the future.

Economic service

As a result of his willingness to accept the transfer of risks from coffee producers, roasters, etc., the speculator on the Exchange performs a continuous economic service. He fills the breach between a buyer and a seller when a buyer may not be available at just the time a seller wants to sell, or when a seller may not be available at the time a buyer wants to buy.

The late Justice Oliver Wendell Holmes, with his characteristic flair for apt phraseology, referred to speculation as "the self-adjustment of society to the probable . . . Its value is well known as a means of avoiding catastrophes, equalizing prices, and providing for periods of want."

This, I think, pretty well sums up the value of the Exchange itself—a market-place for which there is no substitute, whose principal value consists in the avoidance of catastrophes brought about by sudden fluctuations in price, and the immediate broadcasting of those prices to traders throughout the world.

It goes without saying, perhaps, that only by the united participation of all segments of the coffee industry can the Exchange utilize to the fullest its potentialities for service and protection. These two factors—service and protection—are, as always in the past, still its prime purpose.

New store coffee grinder for customer self-service is announced by Am Du Co.

New models of coffee grinders for stores, designed for use by the shoppers themselves, has been announced by the American Duplex Co., Louisville, Ky.

The new Grindmaster Self-Service Coffee Mill make it easy for the store's customers to grind their own coffee, Am Du Co. indicated.

The new Grindmasters are constructed so they can't be misused and so that operation will be inviting, rather than forbidding, it was stated.

The coffee mills have automatic protection against foreign matter in the coffee, it was reported, and are also built with protection against such contingencies as: failure to turn the motor off at completion of the grinding; grinding before the bag is placed under the spout; pouring coffee into the hopper when the motor is running; placing any size bag (one, two or three pound) in the wrong position; short-changing due to some coffee not being expelled; spilling or wasting coffee.

The electrical and mechanical features providing this protection have been termed "mistake insurance" by Am Du Co.

H. L. C. BENDIKS, INC.

NEW YORK

96 Front St.

NEW ORLEANS

225 Magazine St.

IMPORTERS - JOBBERS

COFFEE - TEA

N. V. KOFFIE HANDELMY MATAGALPA

P. O. Box 631

AMSTERDAM, C, HOLLAND

Comissários e Exportadores

BARROS S/A

Coffee Exporters

P. O. Box 1047

Rua do Comércio No. 26

SANTOS, BRAZIL

COMERCIAL ANTONIO PEREZ S/A

Coffee Exporters

SANTOS — BRAZIL

Agents

FAIRCHILD & BOLTE
New York

WESTFELDT BROTHERS
New Orleans

WELDON H. EMIGH CO., INC.
San Francisco

**THERE'S A
DIFFERENCE
IN TEA—
AND
TENDER LEAF
BRAND
PROVES IT!**

**ALL THE
FLAVOR
YOUR CUP
CAN HOLD!**




PRODUCTS OF STANDARD BRANDS INCORPORATED

MALZONI & CO., LTD.

Coffee Exporters

SANTOS - BRAZIL

Represented in all U.S.A. by

OTIS, McALLISTER CO.



ATLANTIC KRAFT Coffee Bags FOR VALUE!

12 Sizes in stock for immediate shipment ... 3 oz. to 5 lbs. Plain or Printed with your Private Design ATLANTIC offers you service and economy!

Write for Samples and Prices

ATLANTIC COFFEE BAG CO., Inc.
220 KOSCIUSKO ST. BALTIMORE, MD.

On the menu

developments among public feeding outlets

Silex cuts prices on "Modern" line

Citing a desire to assist the food service operator in his fight against spiraling costs, W. Heydt, sales manager of the restaurant equipment division of The Silex Co., Hartford, Conn., announced a price reduction in its "Modern" line of glass vacuum coffeemakers and replacement bowls.

Mr. Heydt explained that the reductions were made possible through volume production. He said the "Modern" line of coffeemakers has proven itself in service to be one of the most practical and popular among glass coffeemakers. Aside from the new price, which makes the cost of replacement bowls the lowest Pyrex brand on the market, Mr. Heydt pointed out that semi-wide neck cuts down on breakage. Other features of the model include a ruggedly designed handle that assures a firm grip even when hands are wet. A practical cover helps to maintain proper serving temperatures and prevents evaporation.

Silex has made a low cost conversion kit available to make it easy and economical for restaurant operators to switch to this coffeemaker.

Cory names Payton, Rogers

Appointment of Thomas Payton as assistant sales manager for the commercial equipment division of the Cory Corp., Chicago, has been announced by J. W. Alsdorf, president.

Mr. Payton, formerly service manager for Cory, will now serve in the national sales and promotion of Cory coffee brewing equipment in the commercial, restaurant and institutional fields.

Before joining Cory, Mr. Payton was a test flight engineer with Douglas Aircraft, Park Ridge, Ill. Previously he held the position of plant manager of the Steelcraft Corp., Chicago, manufacturers of stainless steel products.

Walter W. Rogers, formerly assistant service manager for Cory, has been appointed national service manager for the newly consolidated service department for Cory and its divisions, the Fresh'nd-Aire Company, Nicro Stainless Steel Products Co., and the subsidiary, Flavor-Seal Corp.

In this position, Mr. Rogers will supervise the main service department in the Chicago plant and the network of 315 national service stations which have been reorganized to handle service for all of Cory, Fresh'nd-Aire, Nicro and Flavor-Seal products.

Montco Coffee promoted with doll offer

The William Montgomery Co., Philadelphia, has launched a special six-week drive in the Philadelphia area, offering a walking baby doll with two pounds of Montco coffee.

The drive, which broke with a full-page, four-color ad in the *Philadelphia Inquirer*, runs six consecutive Mondays in color and black and white each week in Camden and Wilmington, Del., papers. TV is supplementing the campaign.

The Aitkin-Kynett Co., Philadelphia, is the agency.

California hosts

(Continued from page 19)

on the golf course. Low gross winner was Mrs. Arthur Ransohoff, with Mrs. Robert Quinlan chalking up low net. Other low net winners were Mrs. George Henschel, Mrs. Ed Walsh, Mrs. T. C. Wilson and Mrs. George Bayliss.

In the ladies pitch and putt tournament, Mrs. Wilson topped the field. Prizes were also won by Mrs. Ransohoff, Mrs. Quinlan, Mrs. J. A. McMillan and Mrs. A. A. Anisansel.

Easteners did themselves proud in the tennis competition, possibly because the West Coasters were too busy acting the good host. This surmise will undoubtedly be settled at future conventions.

Prize winners in the singles matches were H. A. Fraenkel, Henry S. Weeks and C. C. Simmonds. The doubles tournament was topped by Warren Emmerling and Jack Hornung.

Coffee folk, it appeared, include devotees of just about every sport on the map, and the California hosts made available an almost bewildering variety of such activities.

A rattling fast ping-pong contest saw Henry Atwood come out as winner, along with Warren Emmerling, Bernard Reagan and William B. Powell.

From one corner of the grounds came the clang of horse-shoes, and when the dust settled it had been determined that the industry's best men in this old and widely popular sport were Bert Hazle, E. C. Rendahl, W. F. Meyer and J. M. O'Brien.

In croquet, the mixed doubles winners were Mrs. G. H. McVean and T. L. Schakford, and Mrs. Earl Lingle and Vic Cain.

(Continued on page 66)

JEROME GUMPERZ CO.

Coffee Importers

100 FRONT STREET, NEW YORK 5, N. Y.

Cable: JERRYMOR

IRMÃOS PEREIRA S/A

Comissária e Exportadora

RUA JOSE RICARDO No. 32
End. Telegr. "Perico"

CAIXA POSTAL 411
Tel. 2-3793

SANTOS

ROSATO S/A., COMISSÁRIA E EXPORTADORA

Fine Coffee Exporters

SANTOS

RIO DE JANEIRO • PARANAGUA • ANGRA DOS REIS

Cable: "ASTRO"

P. O. Box 200

COFFEE

STEWART, CARNAL & CO., LTD.

IMPORTERS
NEW ORLEANS

Direct Connections in Most Coffee Producing Countries

UNITED FRUIT COMPANY
STEAMSHIP SERVICE
leading handlers of mild coffees
serving

GUATEMALA **NICARAGUA**
EL SALVADOR **COSTA RICA**
HONDURAS **COLOMBIA**

with
regular dependable service to
**NEW YORK, NEW ORLEANS,
HOUSTON**
and other U. S. Ports

New York:
Pier 3, North River
New Orleans:
321 St. Charles St.



GRACE LINE

Serves the Coffee Trade with a Fast,
Modern Fleet of American-Flag Freight
and Passenger Vessels on Regular
Itineraries from the Coffee Ports of

COLOMBIA
VENEZUELA
ECUADOR
PERU
and West Coast of
CENTRAL AMERICA
to

NEW YORK **LOS ANGELES**
JACKSONVILLE **SAN FRANCISCO**
BOSTON **SEATTLE**
BALTIMORE **VANCOUVER, B. C.**



GRACE LINE
10 Hanover Square, New York 5, N. Y.
Tel.: Dlgby 4-6000
Agents and Offices in All Principal Cities

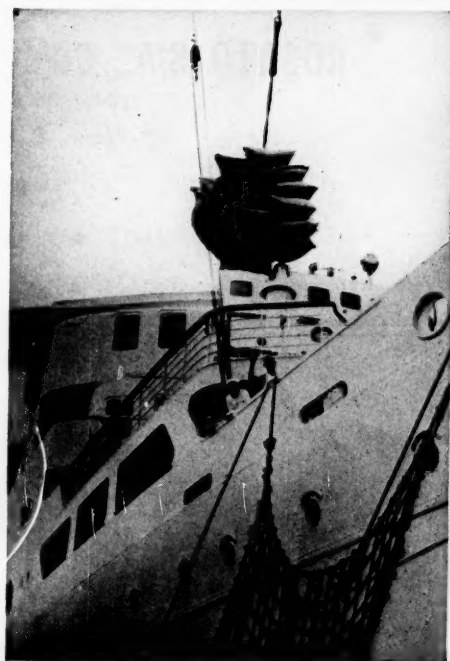
SOME LIKE IT HOT ... SOME LIKE IT COLD ...

BUT nobody wants it old! Coffee, whether green, roasted, or already brewed, is best when it's fresh—and you get your coffee in 13 days from Santos . . . 12 days from Rio, when it comes via Argentine State Lines.

Three new passenger liners—the RIO DE LA PLATA, the RIO JACHAL and the RIO TUNUYAN have joined the regular fleet of Argentine State Line freighters, operating a swift, dependable service between East Coast ports of South America and New York. Handling by efficient, experienced crews, in and out of immaculate holds, assures a minimum of bag damage and flavor contamination. Your coffee arrives in perfect condition at the modern ASL terminal at Pier 25, North River, New York, ready for easy delivery to truck or lighter.

ARGENTINE STATE LINE

BOYD, WEIR & SEWELL, INC., GENERAL AGENTS
24 STATE STREET, NEW YORK 4, N. Y., TEL. BO 9-5460



Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber West African Line
Barb-W'n—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebank's Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines

Independent—Independent Line
Isbrandtsen—Isbrandtsen Co., Inc.
Italian—Italian Line
JavPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Neth—Royal Netherland Steamship Co.
Robin—Robin Line
SCross—Southern Cross Line
Silver—Silver Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Stran—Strachan Shipping Co.
Sued-Am—Swedish American Line
UFruit—United Fruit Co.
West Cst—West Coast Line, Inc.
West-Lar—Westfal Larsen Co. Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Cbin—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gj—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
ML—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nj—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJUTLA			
12/28	Cougarve	UFruit	Cristobal ² 12/31
12/31	Anchor Hitch	Grace	LA1/11 SF1/14 S ² 1/19
1/1	Sailors Splice	Grace	Cristobal ² 1/14
1/10	Cstl Nomad	Grace	Cristobal ² 2/2
1/10	Alfa	UFruit	Cristobal ² 1/13
1/13	Cstl Rambler	Grace	LA1/24 SF1/27 S ² 2/1
2/4	Cstl Avnturer	Grace	LA2/15 SF2/18 S ² 2/23
2/13	Cstl Nomad	Grace	LA2/24 SF2/27 S ² 3/4

ACAPULCO

12/24	Cstl Avnturer	Grace	Cristobal ² 1/8
12/27	Sailor's Splice	Grace	Cristobal ² 1/14
1/6	Cstl Nomad	Grace	Cristobal ² 1/20
1/19	Gunnery Knot	Grace	Cristobal ² 2/2

AMAPALA

12/22	Cougarve	UFruit	Cristobal ² 12/31
12/28	Anchor Hitch	Grace	LA1/11 SF1/14 S ² 1/19
12/30	Cstl Avnturer	Grace	Cristobal ² 1/8
1/3	Alfa	UFruit	Cristobal ² 1/13
1/4	Sailors Splice	Grace	Cristobal ² 1/14
1/10	Cstl Rambler	Grace	LA1/24 SF1/27 S ² 2/1
1/12	Cstl Nomad	Grace	Cristobal ² 1/20
1/24	Gunnery Knot	Grace	Cristobal ² 2/2
2/1	Cstl Avnturer	Grace	LA2/15 SF2/18 S ² 2/23
2/10	Cstl Nomad	Grace	LA2/24 SF2/27 S ² 3/4

BARRANQUILLA

12/10	Anchor Hitch	Grace	LA1/11 SF1/14 S ² 1/19
12/12	Cape Cbrind	UFruit	NY12/23
12/12	Monica	Grace	NY12/17
12/13	Fiador Knot	UFruit	NO12/24

SAILS	SHIP	LINE	DUE
12/19	Cape Cod	UFruit	NY12/30
12/20	Sofia	Grace	NY12/25
12/26	Cstl Rambler	Grace	LA1/24 SF1/27 S ² 2/1
12/26	Cape Ann	UFruit	NY1/6
12/26	Clara	Grace	NY12/31
12/27	Inger Skou	UFruit	NO1/7
1/2	Cape Avinof	UFruit	NY1/13
1/3	Monica	Grace	NY1/8
1/9	Cape Cbrind	UFruit	NY1/20
1/9	Sofia	Grace	NY1/14
1/10	Fiador Knot	UFruit	NO1/21
1/17	Monica	Grace	NY1/22
1/17	Cstl Avnturer	Grace	LA2/15 SF2/18 S ² 2/23
1/26	Cstl Nomad	Grace	LA2/24 SF2/27 S ² 3/4

BARRIOS

12/12	Adm Fraser	UFruit	NY12/19
12/18	Byfjord	UFruit	NY12/25
12/21	Orotava	UFruit	NO12/25 NO12/28
1/1	Marna	UFruit	NY1/8
1/8	Matura	UFruit	NY1/15

BUENAVENTURA

12/11	Maria	Grace	NY12/19
12/14	Rita	Grace	Ba12/21 NY12/23
12/16	Luisa	Grace	NY12/24
12/21	Farmer	Gulf	Ho1/3 NO1/6
12/23	Cecilia	Grace	NY12/31
12/25	Olivia	Grace	Ba1/5 NY1/8
12/26	Elisa	Grace	LA1/9 SF1/10 S ² 1/15
12/27	La Coubre	Independence	LA1/10 SF1/13
12/30	—	Grace	NY1/7
1/4	Merchant	Gulf	Ho1/17 NO1/20
1/6	Isabel	Grace	NY1/14
1/8	Ines	Grace	Ba1/18 NY1/21

DECEMBER, 1951

SAILS	SHIP	LINE	DUE
1/8	Flavia	Grace	LA1/17 SF1/18 Se1/25
1/11	La Baule	Independence	LA1/25 SF1/28
1/13	Chili	French	LA1/25 SF1/29
1/13	Barbara	Grace	NY1/21
1/20	Maria	Grace	NY1/28
1/21	Adela	Grace	LA1/29 SF1/31 Se2/7
1/25	Rita	Grace	Ba2/1 Ba2/3 NY2/4
1/27	Luisa	Grace	NY2/4

CARTAGENA

12/11	Fiador Knot	UFruit	N012/24
12/16	Cape Cod	UFruit	N012/30
12/23	Cape Ann	UFruit	NY1/6
12/25	Inger Skou	UFruit	N01/7
12/31	Cape Avinof	UFruit	NY1/13
1/6	Cape Cmrbrnd	UFruit	NY1/20
1/8	Fiador Knot	UFruit	N01/21

CHAMPERICO

1/3	Anchor Hitch	Grace	LA1/11 SF1/14 Se1/19
1/16	Csti Rambler	Grace	LA1/24 SF1/27 Se2/1
2/7	Csti Avnturer	Grace	LA2/15 SF2/18 Se2/23
2/16	Csti Nomad	Grace	LA2/24 SF2/27 Se3/4

CORINTO

12/27	Anchor Hitch	Grace	LA1/11 SF1/14 Se1/19
1/2	Csti Avnturer	Grace	Cristobal 1/8
1/8	Sailors Splice	Grace	Cristobal 1/14
1/9	Csti Rambler	Grace	LA1/24 SF1/27 Se2/1
1/15	Csti Nomad	Grace	Cristobal 1/20
12/20	Coulgarve	UFruit	Cristobal 12/31
1/27	Gunnars Knot	Grace	Cristobal 2/2
12/30	La Coubre	Independence	LA1/10 SF1/13
12/31	Alfa	UFruit	Cristobal 1/13
1/15	La Baule	Independence	LA1/25 SF1/28

SAILS	SHIP	LINE	DUE
-------	------	------	-----

CRISTOBAL

12/11	Cape Avinof	UFruit	NY12/17
12/16	Fiador Knot	UFruit	N012/24
12/17	Cape Cmrbrnd	UFruit	NY12/23
12/24	Cape Cod	UFruit	NY12/30
12/30	Inger Skou	UFruit	N01/7
12/31	Cape Ann	UFruit	NY1/6
1/7	Cape Avinof	UFruit	NY1/13
1/13	Fiador Knot	UFruit	N01/21
1/14	Cape Cmrbrnd	UFruit	NY1/20

DAR ES SALAAM

1/8	Valma Lykes	Lykes	Gulf
1/26	Afr Star	Farrell	NY2/22

DURBAN

12/20	Jesse Lykes	Lykes	Gulf
-------	-------------	-------	------

EL SALVADOR

12/27	Argentina	Lloyd	NY1/12
12/28	Wyoming	French	LA1/8 SF1/12
1/2	La Coubre	Independence	LA1/10 SF1/13
1/17	Chili	French	LA1/25 SF1/29
1/17	La Baule	Independence	LA1/25 SF1/28

GUAYAQUIL

1/4	Flavia	Grace	LA1/17 SF1/18 Se1/25
-----	--------	-------	----------------------

GUATEMALA

1/2	Wyoming	French	LA1/8 SF1/12
1/3	La Coubre	Independence	LA1/10 SF1/13
1/18	La Baule	Independence	LA1/25 SF1/28
1/19	Chili	French	LA1/25 SF1/29

Special Handling

Whatever your cargo or particular shipping problem, American President Lines' special equipment, experience and trained personnel insure swift, safe transit, minimum risk of loss, damage or delay. Special handling, whenever needed, is just one of many reasons why—

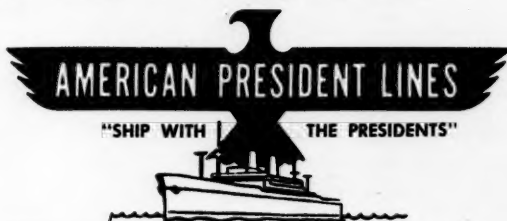
It Pays You Well To Ship A. P. L.

29 Broadway, New York 6

General Offices:

311 California Street, San Francisco 4

New York • Boston • Washington, D.C. • Chicago
Los Angeles • San Francisco • Honolulu



COFFEE & TEA INDUSTRIES and The Flavor Field

SAILS SHIP LINE DUE

ILHEUS

12/24 Argentina Lloyd NY1/12
1/4 Haiti Lloyd NY1/22

LA LIBERTAD

12/26 Coulgarve UFruit Cristobal² 12/31
12/29 Cstl Avnturer Grace Cristobal¹ 1/8
12/31 Anchor Hitch Grace LA1/11 SF1/14 Se1/19
1/3 Sailors Splice Grace Cristobal¹ 1/14
1/8 Alfa UFruit Cristobal² 1/13
1/11 Cstl Nomad Grace Cristobal¹ 1/20
1/13 Cstl Rambler Grace LA1/24 SF1/27 Se2/1
1/23 Gunners Knot Grace Cristobal¹ 2/2
2/4 Cstl Avnturer Grace LA2/15 SF2/18 Se2/23
2/13 Cstl Nomad Grace LA2/24 SF2/27 Se3/4

LA UNION

12/23 Coulgarve UFruit Cristobal² 12/31
12/29 Anchor Hitch Grace LA1/11 SF1/14 Se1/19
12/31 Cstl Avnturer Grace Cristobal¹ 1/8
1/5 Alfa UFruit Cristobal² 1/13
1/6 Sailors Splice Grace Cristobal¹ 1/14
1/11 Cstl Rambler Grace LA1/24 SF1/27 Se2/1
1/13 Cstl Nomad Grace Cristobal¹ 1/20
1/25 Gunners Knot Grace Cristobal¹ 2/2
2/2 Cstl Avnturer Grace LA2/15 SF2/18 Se2/23
2/11 Cstl Nomad Grace LA2/24 SF2/27 Se3/4

LIMON

12/15 Cape Cmbind UFruit NY12/23
12/18 Flador Knot UFruit NO12/24
12/22 Cape Cod UFruit NY12/30
12/29 Cape Ann UFruit NY1/6
1/1 Inger Skou UFruit NO1/7
1/5 Cape Avinof UFruit NY1/13
1/12 Cape Cmbind UFruit NY1/20
1/15 Flador Knot UFruit NO1/21

LOBITO

12/10 Ferngen Am-W Afr NY1/31
12/16 Del Oro Delta NO1/11
12/24 Hopeville Am-W Afr NY1/31
1/7 Del Rio Delta NO1/31
1/8 Afr Pilot Farrell NY3/3

LOURENCO MARQUES

12/31 Velma Lykes Lykes Gulf

LUANDA

12/12 Ferngen Am-W Afr NY1/31
12/14 Del Oro Delta NO1/11
12/21 Hopeville Am-W Afr NY1/31
1/5 Del Oro Delta NO1/31
1/11 Afr Pilot Farrell NY3/3

MARACAIBO

12/12 Anchor Hitch Grace LA1/11 SF1/14 Se1/19
12/24 Cstl Rambler Grace LA1/24 SF1/27 Se2/1
1/15 Cstl Avnturer Grace LA2/15 SF2/18 Se2/23
1/28 Cstl Nomad Grace LA2/24 SF2/27 Se3/4

MATADI

12/27 Ferngen A-W Afr NY1/31

MOMBASA

1/21 Afr Star Farrell NY2/22

PARANAGUA

12/10 Cape Horn Delta NO1/2
12/10 Mexico Lloyd NO1/4 Hol/11
12/11 Mormacgulf Normac LA1/6 SF1/9 Val/13 Sel/16 Pol/18
12/13 Cuba Lloyd NY1/2
12/14 Sygna SCross NY1/4 Bal/8 Pal/10 Bal/11

DECEMBER, 1951



WEST COAST LINE

offers a fast fortnightly freight service

between

GUAYAQUIL
ECUADOR
BUENAVENTURA
COLOMBIA

and

NEW YORK
PHILADELPHIA
BALTIMORE
NEW ORLEANS
HOUSTON

*New York Discharging Berth
Pier 4 New York Docks
MAin 5-5183*

WEST COAST LINE, INC., AGENTS

67 Broad Street, New York 4, N. Y.
WHitehall 3-9600

309 Carondelet Bldg., New Orleans, La.
TUlane 6751

PHILADELPHIA

BALTIMORE

STOCKARD & CO.
101 BOURSE BUILDING
Walnut 2-2152

STOCKARD & CO.
225 E. REDWOOD ST.
Saratoga 2607

MOORE-McCORMACK *Lines*

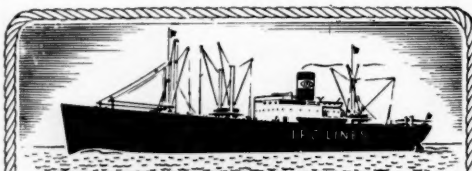


**AMERICAN
REPUBLICS
LINE** Freight and Passenger
Service between East
Coast of United States
and the countries of **BRAZIL
URUGUAY
ARGENTINA**

**PACIFIC
REPUBLICS
LINE** Freight and Passenger
Service between West
Coast of United States
and the countries of **BRAZIL
URUGUAY
ARGENTINA**

**AMERICAN
SCANTIC
LINE** Freight and Passenger
Service between East
Coast of United States
and the countries of **NORWAY
DENMARK
SWEDEN
POLAND
FINLAND
RUSSIA**

For complete information apply
MOORE-McCORMACK LINES
5 Broadway, New York 4
Offices in Principal Cities of the World



IFC LINES

**Special service on coffee
shipments from BRAZIL**

You'll get speed, special handling, and experienced service when you ship coffee with IFC LINES. Backed by years of know-how in shipping specialized cargoes, IFC LINES stands for service and satisfaction. Every IFC ship has pleasant accommodations for 12 passengers. International Freight-ing Corporation, Inc., 17 Battery Place, N. Y. C. Telephone: DIgby 4-2800.

Agents:

BRAZIL - Agencia Johnson Ltda., Rio de Janeiro, Santos, São Paulo.

CANADA - Cunard Donaldson, Ltd., Montreal, Toronto, Halifax.

BALTIMORE - The Hinkins Steamship Agency, Inc., Waverly Bldg.

BOSTON - Sprague Steamship Company, 10 Post Office Square.

PHILADELPHIA - B. H. Sobelman & Co., Inc., Bourse Bldg.

PITTSBURGH - Lamark Shipping Agency, 202 Henry W. Oliver Bldg.

CHICAGO - F. C. MacFarlane, 209 LaSalle Street.

DETROIT - F. C. MacFarlane, 715 Transportation Bldg.

SAILS SHIP LINE DUE

12/15	Del Alba	Delta	N01/5						
12/21	Mormacmail	Mormac	Jx1/9	NY1/12	Bol/15	Pal/17	Bal/18	Nf1/19	
12/24	Del Monte	Delta	N01/20						
12/28	Bowplate	IFC	NY1/18	Pal/22	Bol/25	Hal/28			
1/2	Forester	PAB	LA1/28	SF1/1	Va2/7	Se2/8	Po2/10		
1/3	Aggedyk	Hol-Int	NY1/23	Bol/26	Nf1/28	Bal/29	Pal/30		
1/3	Ravnanger	Wes-Lar	LA2/3	SF2/6					
1/4	Peter-Jebson	Nopal	N01/26	Hol/3					
1/10	Mormacsun	Mormac	LA2/3	SF2/6	Va2/10	Se2/12	Po2/14		
1/24	Bowmonte	IFC	NY2/11	Ba2/15	Bo2/18	Ma2/31			

PORT SWETTENHAM

12/28 Chastine Mnsk Maersk NY2/19

PUNTARENUS

12/16	Cougarve	UFruit	Cristobal ¹	12/31					
12/25	Anchor Hitch	Grace	LA1/11	SF1/14	Se1/19				
12/27	Alfa	UFruit	Cristobal ¹	1/13					
12/29	La Coubre	Independence	LA1/10	SF1/13					
1/5	Csti Avnturer	Grace	Cristobal ¹	1/8					
1/7	Csti Rambler	Grace	LA1/24	SF1/27	Se2/1				
1/11	Sailors Splice	Grace	Cristobal ¹	1/14					
1/14	La Baule	Independence	LA1/25	SF1/28					
1/17	Csti Nomad	Grace	Cristobal ¹	1/20					
1/29	Csti Avnturer	Grace	LA2/15	SF2/18	Se2/23				
1/29	Gunnars Knot	Grace	Cristobal ¹	2/2					
2/7	Csti Nomad	Grace	LA2/24	SF2/27	Se3/4				

RIO de JANEIRO

1/11	Alwaki	Holt-Int	NY12/25	Bol/28	Nf12/30	Bal/1	Pal/3		
12/12	Brazil	Mormac	NY12/24						
12/13	Del Sud	Delta	N012/26						
12/14	Cape Horn	Delta	N01/2						
12/16	Bowrio	IFC	NY12/31	Pal/3	Bol/7	Hal/10			
12/17	Mexico	Lloyd	N01/4	Hol/11					
12/19	Sygnia	SCross	NY1/4	Bal/8	Pal/10	Bal/11			
12/20	Alphacca	Hol-Int	NY1/5	Bol/9	HRI/12	Bal/14	Pal/15		
12/20	Argentina	Lloyd	NY1/12						
12/21	Del Alba	Delta	N01/5						
12/23	Mormacsun	Mormac	LA2/3	SF2/6	Va2/10	Se2/12	Po2/14		
12/26	Fletoro	Dodero	NY1/12	Bol/16	Pal/18	Bal/19	Nf1/21		
12/26	Uruguay	Mormac	NY1/7						
12/27	Del Mundo	Delta	N01/13						
12/27	Mormacmail	Mormac	Jx1/9	NY1/12	Bol/15	Pal/17	Bal/18	Nf1/19	
1/3	Del Monte	Delta	N01/20						
1/7	Aggedyk	Hol-Int	NY1/23	Bol/26	Nf1/28	Bal/29	Pal/30		
1/9	Bowgran	IFC	NY1/25	Pal/29	B02/1	Ha2/4			
1/9	Peter-Jebson	Nopal	N01/26	Hol/30					
1/9	Forester	PAB	LA1/28	SF1/31	Va2/7	Se2/8	Po2/10		
1/10	Ravnanger	Independence	LA2/3	SF2/6					

SAN JOSE

12/27	Csti Avnturer	Grace	Cristobal ¹	1/8					
12/31	Sailors Splice	Grace	Cristobal ¹	1/14					
1/2	Anchor Hitch	Grace	LA1/11	SF1/14	Se1/19				
1/9	Csti Nomad	Grace	Cristobal ¹	1/20					
1/15	Csti Rambler	Grace	LA1/24	SF1/27	Se2/1				
1/22	Gunnars Knot	Grace	Cristobal ¹	2/2					
2/6	Csti Avnturer	Grace	LA2/15	SF2/18	Se2/23				
2/15	Csti Nomad	Grace	LA2/24	SF2/27	Se3/4				

SANTOS

12/10	Mormacgulf	Mormac	LA1/6	SF1/9	Va1/13	Se1/16	Pol/18		
12/10	Brazil	Mormac	NY12/24						
12/12	Mormacow	Mormac	Bal/27	Pal/29	Bol/31	NY1/2			
12/12	Del Sud	Delta	N012/26						
12/12	Cape Horn	Delta	N01/2						
12/14	Bowrio	IFC	NY12/31	Pal/3	Bol/7	Hal/10			
12/15	Mormacport	Mormac	NY12/28	Bol/30	Pal/31				
12/15	Mexico	Lloyd	N01/4	Hol/11					
12/17	Sygnia	SCross	NY1/4	Bal/8	Pal/10	Bal/11			
12/18	Cuba	Lloyd	NY1/2						
12/18	Del Alba	Delta	N01/5						
12/19	Alphacca	Hol-Int	NY1/5	Bol/9	HRI/12	Bal/14	Pal/15		
12/23	Fletoro	Dodero	NY1/12	Bol/16	Pal/18	Bal/19	Nf1/21		
12/24	Uruguay	Mormac	NY1/7						
12/24	Mormacmail	Mormac	NY1/12	Bol/15	Pal/17	Bal/18	Jx1/9	Nf1/19	
12/24	Del Mundo	Delta	N01/13						
12/30	Mormacmail	Mormac	Bol/15	NY1/17	Bal/20	Pal/21			
12/31	Del Monte	Delta	N01/20						

SAILS	SHIP	LINE	DUE				
1/2	Bowplate	IFC	NY1/18	Pa1/22	Bol/25	Ha1/28	
1/5	Aagtedyk	Hol-Int	NY1/23	Bol/26	NY1/28	Ba1/29	Pa1/30
1/7	Bowgran	IFC	NY1/25	Pa1/29	Bol/1	Ha2/4	
1/7	Peter Jebson	Nopal	N01/26	Ha1/30			
1/8	Ravnanger	Wes-Lar	LA2/3	SF2/6			
1/8	Forester	PAB	LA1/28	SF1/31	Va2/7	Se2/8	Pa2/10
1/9	Mormacsun	Mormac	SF2/6	Va2/10	Se2/12	Pa2/14	

TAMPICO

12/29	Sparreholm	Swed-Am	Ha1/21	St Jol/23			
12/31	Tunaholm	Swed-Am	Ha1/25	St Jol/27			
1/27	Sparreholm	Swed-Am	Ha1/21	St Jol/23			
1/29	Tunaholm	Swed-Am	Ha1/25	St Jol/27			

VICTORIA

12/12	Alwaki	Hol-Int	NY12/25	Bol12/28	NY12/30	Ba1/1	Pa1/3
12/16	Cape Horn	Delta	N01/2				
12/19	Mexico	Lloyd	N01/4	Ha1/11			
12/22	Alphacca	Hol-Int	NY1/5	Bol/9	HRI/12	Ba1/14	Pa1/15
12/29	Del Mundo	Delta	N01/13				
1/5	Del Monte	Delta	N01/20				
1/9	Aagtedyk	Hol-Int	NY1/23	Bol/26	NY1/28	Ba1/29	Pa1/30

TEA BERTHS

CALCUTTA

12/23	City Canberra	Ell-Buck	Bol/30	NY1/31	Pa2/2	NY2/4	Ba2/6
1/7	City Birmingham	Ell-Buck	Bol/29	NY2/10	Pa2/13	NY2/15	Ba2/16
12/24	Express	Am-Exp	Bo NY	Pa Ba NF			
1/8	Exhibitor	Am-Exp	Bo NY	Pa Ba NF			
1/12	City Birmingham	Ell-Buck	Bol/24	NY2/15	Pa2/18	NY2/20	Ba2/22

COLOMBO

12/11	Exchange	Am-Exp	Bo NY	Pa Ba NF			
12/11	Oluf Msk	Maersk	NY1/15				
12/23	City Canberra	Ell-Buck	Bol/30	NY1/31	Pa2/2	NY2/4	Ba2/6
12/23	Brit-Prince	Prince	Ha1/17	Bol/20	NY1/22		
12/25	Utrecht	JavPac	LA2/1	SF2/7	Pa2/14	Va2/16	Se2/26
12/30	Express	Am-Exp	Bo NY	Pa Ba NF			
1/7	City Birmingham	Ell-Buck	Bol/29	NY2/10	Pa2/13	NY2/15	Ba2/16
1/8	Bintang	JavPac	SF2/10	LA2/16	Pa3/3	Va3/7	Ce3/9
1/11	Chastline Msk	Maersk	NY2/19				
1/12	East-Prince	Prince	Ha2/6	Bol/9	NY2/11		
1/14	Exhibitor	Am-Exp	Bo NY	Pa Ba NF			
1/25	Sarangan	JavPac	LA3/2	SF3/8	Pa3/15	Va3/18	Se3/26
3/22	Cing-Prince	Prince	HA4/16	Bol/49	NY4/21		

HONG KONG

12/17	Anna Msk	Maersk	SF1/12	NY1/31			
12/19	Hallebrand	Barb-Wn	SF1/11	LA1/13	NY1/27		
1/5	Leise Msk	Maersk	SW1/28	NY2/17			
1/4	Tancred	Barb-Wn	SF1/27	LA1/29	NY2/12		
1/17	Grete Msk	Maersk	SF2/13	NY3/3			
1/19	Titania	Barb-Wn	SF2/11	LA2/13	NY2/27		
2/3	Olga Msk	Maersk	SF2/26	NY3/17			
2/4	Glenville	Barb-Wn	SF2/27	LA2/29	NY3/4		
2/17	Jeppesen Msk	Maersk	SF3/13	NY3/31			
2/18	Tudor	Barb-Wn	SF3/12	LA3/14	NY3/28		
3/4	Trafalgar	Barb-Wn	SF3/27	LA3/29	NY4/12		
3/19	Tamesis	Barb-Wn	SF4/11	LA4/13	NY4/27		

KOBE

12/11	Fernhill	Barb-Wn	SF12/27	LA12/29	NY1/12		
12/13	Lake	Pioneer	NY1/21				
12/18	Cove	Pioneer	NY1/25				
12/25	Anna Msk	Maersk	SF1/12	NY1/31			
12/26	Talleyrand	Barb-Wn	SF1/11	LA1/13	NY1/27		
1/9	Leise Msk	Maersk	SW1/28	NY2/17			
1/10	Tide	Pioneer	NY2/20				
1/11	Tancred	Barb-Wn	SF1/27	LA1/29	NY2/12		
1/25	Grete Msk	Maersk	SF2/13	NY3/3			
1/26	Titania	Barb-Wn	SF2/11	LA2/13	NY2/27		
1/29	Mail	Pioneer	NY3/11				
2/9	Olga Msk	Maersk	SF2/26	NY3/17			
2/11	Glenville	Barb-Wn	SF2/27	LA2/29	NY3/4		
2/25	Jeppesen Msk	Maersk	SF3/13	NY3/31			
2/25	Tudor	Barb-Wn	SF3/12	LA3/14	NY3/28		
3/11	Trafalgar	Barb-Wn	SF3/27	LA3/29	NY4/12		
3/26	Tamesis	Barb-Wn	SF4/11	LA4/13	NY4/27		

NOPAL LINE

Regular service

New fast Norwegian motorships

BRAZIL/U.S. GULF

COFFEE SERVICE

The Northern Pan-American Line, A/S

OSLO

Agents

New York—Dichmann, Wright & Pugh, Inc., 44 Whitehall St.

New Orleans—Biehl & Co., Inc., 1308 National Bank of Commerce Building

Houston—Biehl & Co., Cotton Exchange Bldg.

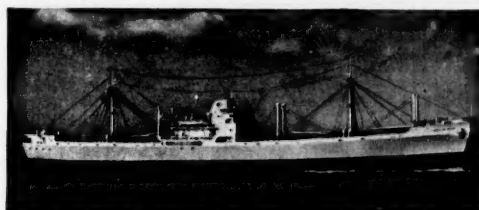
Chicago—F. C. MacFarlane, 209 S. La Salle St.

Detroit—F. C. MacFarlane, 715 Transportation Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranaguá—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.



Ship via
Grancolombiana

Regular Sailings between the coffee ports of

Colombia

Ecuador

Venezuela

and New York
New Orleans
Montreal

Other ports as cargo offers.



Grancolombiana

30 ships serving
the TOP market in
South America

Transportadora Grancolombiana, Ltda.,
General Agents

52 Wall St., New York 5, N.Y. • 208 So. La Salle St., Chicago, Ill.

Cable Address: Grancolomb

AGENTS: New Orleans: Texas Transport & Terminal Co., Inc.

Montreal: Robert Reford Co. Ltd. • Detroit: W. J. Maddeck & Co.

★



Coffee Cargo Service... that understands your needs

Pacific-Argentine-
Brazil Line, with its fleet
of modern C-3 ships, speeds
coffee shipments from
Brazil ports to Pacific
Coast coffee centers. It is
experience that counts!

• Expert handling
all the way
• Ask for service
information at any
P&T office—in
all principal ports

PACIFIC-ARGENTINE-
BRAZIL LINE INC.
POPE & TALBOT,
INC., AGENTS



Accommodations
for 12
passengers

POPE & TALBOT LINES

PACIFIC • ARGENTINE • BRAZIL LINE
PACIFIC WEST INDIES • PUERTO RICO
PACIFIC AND ATLANTIC INTERCOASTAL

EXECUTIVE OFFICES • 320 CALIFORNIA ST. • SAN FRANCISCO 4

SAILS SHIP LINE DUE

SHIMIZU

12/11	Lexa	Maersk	SF12/28	NY1/17
12/28	Anna Msk	Maersk	SF1/12	NY1/31
1/12	Leise Msk	Maersk	SF1/28	NY2/17
1/28	Grete Msk	Maersk	SF2/13	NY3/3
2/12	Olga Msk	Maersk	SF2/26	NY3/17
2/28	Jeppesen Msk	Maersk	SF3/13	NY3/31

TANGA

1/23	Afr Star	Farrell	NY2/22
------	----------	---------	--------

YOKOHAMA

12/15	Fernhill	Barb-Wn	SF12/27	LA12/29	NY1/12
12/15	Lexa Msk	Maersk	SF12/28	NY1/17	
12/16	Lake	Pioneer	NY1/21		
12/21	Cove	Pioneer	NY1/29		
12/31	Ann Msk	Maersk	SF1/12	NY1/31	
1/13	Tide	Pioneer	NY2/20		
1/15	Tancred	Barb-Wn	SF1/27	LA1/29	NY2/12
1/15	Leise Msk	Maersk	SF1/28	NY2/17	
1/30	Titania	Barb-Wn	SF2/11	LA2/13	NY2/27
1/31	Grete Msk	Maersk	SF2/13	NY3/3	
2/1	Mail	Pioneer	NY3/11		
2/15	Glenville	Barb-Wn	SF2/27	LA2/29	NY3/4
2/15	Olga Msk	Maersk	SF2/26	NY3/17	
2/29	Tudor	Barb-Wn	SF3/12	LA3/14	NY3/28
3/2	Jeppesen Msk	Maersk	SF3/13	NY3/31	
3/15	Trafalgar	Barb-Wn	SF3/27	LA3/29	NY4/12
3/30	Tamess	Barb-Wn	SF4/11	LA4/13	NY4/27

¹ Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.

² Accepts freight for New York, with transshipment at Cristobal, C. Z.

³ With transshipment at Colombo.

Shipping

Ocean freight rates on coffee increased

Effective January 1st, 1952, the freight rate on coffee shipped from Brazilian ports to U. S. Atlantic ports will be raised to \$1.75 per 60 kilo bag, it was announced by the Brazil-United States-Canada Freight Conference.

The carriers point out that the increase, which amounts to 15 cents a bag, is needed to cover extra costs, and that no raise has been put into effect for a long time.

In total, the increase will add \$1,461,958 to the U. S. bill for green coffee in 1952, based on last year's imports, the National Coffee Association commented.

The Camexco Freight Conference, Colpac Freight Conference, Pacific Coast River Plate Brazil Conference and West Coast South America—North Pacific Coast Conference have announced that effective November 16th, 1951, handling charges on Green Coffee have been increased from \$1.25 per 2,000 pounds to \$1.45, this rate to apply to all U. S. Pacific Coast ports.

Ocean freight rates on coffee from East African ports to Pacific Coast ports have been advanced from \$39.50 to \$44.50, effective October 1st, and from West African ports with transshipment from Capetown rates have been increased from \$38.00 to \$47.50 per long ton.

The U. S. Atlantic & Gulf Haiti Conference is increasing the freight rates on coffee from Haitian ports from 95 cents per 100 pounds to \$1.05. This increase is to become effective December 24th, 1951.

Freight rates on coffee from Dominican Republic ports



If the FOOD Business is YOUR Business—

we want you to know that it's *our* business to bring to you *each day* the price and supply conditions of almost everything edible—quotations on over 500 items ranging from kohlrabi to East Indian spices. Daily food features include "Food News Highlights," "West Side Notes" and "Grocery Market Roundup." Particular emphasis on Coffee, Sugar, and Canned and Frozen foods. Ours is the *only* daily food publication.

Other Daily Features

include similar news treatment of Shipping, Insurance, Textiles, Chemicals and Fuels—as well as all other important general news.

—SPECIAL TRIAL SUBSCRIPTION—

The next 60 Issues for only **\$6**
Send Your Check Today!

THE NEW YORK
Journal of Commerce
53 Park Row, New York 13, N. Y.

is to be increased from 86 cents per 100 pounds to 90 cents, effective December 3rd, 1951.

NCA convention hails \$1,500,000 drive

(Continued from page 33)

have increased our market potential by literally millions of cups daily."

He repeated that the project is as yet simply an idea, and said that when and if it becomes a reality, there will be a need for closer cooperation between NCA and the Bureau—if it is to succeed.

Latin America is enlarging production of coffee by new plantings, by improved cultivation methods and by development of trees of higher yield, Dr. Sarmanho reported. At the same time, experiments and research are going forward on a broad scale to improve the *quality* of coffee at the source to make it even more attractive to consumers.

"But increasing the yield and improving the quality mean nothing if the industry does not do its share constantly to improve the brands placed on the grocers' shelves," he continued. "Only through maintenance and improvement of standards can the industry continue to best serve its public."

He cited a survey, just completed for PACB by the Opinion Research Corp., which revealed that many consumers consider the quality of the coffee of today not up to the standards of yesterday.

"Possibly one reason for this unwelcome reaction by the public—and this is my own personal opinion—is that some members of the industry have been using what might be considered 'inferior' coffee in their brands," Dr. Sarmanho said. "Another possibility—and this again is personal opinion—is that the poor quality which housewives and others report often is the result of sub-standard brewing methods. In some cases, I regret to say, these sub-standard brews are the result of advertising containing promises that a pound of the particular coffee will make 70 or more cups of coffee."

"Obviously when you squeeze 70 cups out of a pound of coffee which experience has proven can produce only 40 good cups, you haven't got coffee at all—you have a cup of hot brown water. You also have a customer who is dissatisfied to a point where she is apt to switch to another beverage. And, what is more to the point so far as the distribution is concerned, it is that brand which will be criticized when the housewife tells neighboring housewives about the bad coffee she's been serving her family. It is short-sighted advertising."

Charles G. Lindsay, PACB manager, told the convention that coffee is so firmly entrenched as an American institution that coffee drinkers, despite higher prices, are buying more pounds of coffee now than they did a couple of years ago. He said these findings had been revealed by the nationwide survey conducted for the Bureau among 1,800 adults by the Opinion Research Corp.

More coffee

"We asked regular coffee drinkers: 'At your house, are you now buying more pounds of coffee than a couple of years ago, fewer pounds, or about the same amount?' Twenty-one per cent of those questioned stated they are buying more pounds of coffee, 16 per cent fewer pounds, and 60 per cent about the same," Mr. Lindsay reported. "Among those buying more coffee, the main reasons given were 'We are drinking more coffee' or 'We are using more to the cup.'"

Other figures compiled for the Bureau show an increase in coffee drinking at places of work and between meals, Mr. Lindsay said. "Our studies show an increase of 55 per cent in coffee drinking at work when comparing the winter of 1951 with the same period during the previous year."

He said that a total of 37 per cent of coffee drinkers questioned indicated they had drunk coffee between meals the day before. However, the remaining 63 per cent did not, and this, Mr. Lindsay pointed out, represents a tremendous challenge to the coffee industry, especially since the between-meal coffee consumers drink on the average of

Albert H. Hanemann

John J. Cummings, Jr.

HANEMANN & CUMMINGS

Green Coffee

223 Magazine Street

New Orleans

CABLE ADDRESSES: MARYGOLD, BROMOLOGIA

COMPANHIA FINANCIADORA COMÉRCIO E EXPORTAÇÃO

Coffee Exporters

P. O. Box 887

SANTOS, BRAZIL

Cable: "FINANCIAL"

five cups a day as contrasted with two cups by those who drink coffee only at mealtime.

"The survey also revealed that a great many coffee lovers do not know how to make a good cup of their favorite brew," the Bureau official added. "Better than half of those questioned use less coffee per cup than experts recommend or else 'just guess' at the amount they use."

The broad objectives of PACB's \$1,500,000 coffee promotion campaign were outlined to the convention by Louis Irdman, of the Robert W. Orr Associates, Inc., New York City advertising agency.

Under the theme of "Give yourself a coffee break", PACB will unroll an aggressive program. NCA greeted it as a "selling campaign with which cooperation will be both easy and profitable.

Some of the pitfalls and guideposts in wage stabilization of which coffee firms should be aware were pointed out by Thomas W. Kelly, of Breed, Abbott & Morgan, counsel to NCA.

The government's wage and salary control program will become a matter of increasing importance to industry in the coming months, Mr. Kelly pointed out. He said that under existing regulations all wages and salaries are frozen at the rates in effect on January 25th, 1951.

Increases may not be given over these rates unless such increases are authorized by the government or are granted in strict accordance with regulations, he explained.

Among these regulations, one of primary significance allows increases without government approval for merit or length of service, Mr. Kelly added. This regulation authorizes increases in amounts proportioned to those

granted the preceding year, permits compliance with established written plans, or affords a stated amount to be granted to the degree allowed by a six per cent formula.

Apart from these increases, existing rules allow certain cost of living increases and bonus plans to be operative, he declared. Promotions and hiring of new employees are other matters covered by the present program.

Mr. Kelly emphasized that failure to follow the regulations can result in fines, serious loss of tax rights and other penalties.

Only if the American public is public minded enough to restore the dollar to soundness will this country be able to save its system of free enterprise, Dr. Edwin G. Nourse, former chairman of the Council of Economic Advisors in the Executive Office of the President, told the convention.

Dr. Nourse, who resigned his post over differences with the administration concerning inflationary control policy, said, "Stalin is shrewd enough to know that the whole system of free marketing business is submarined when the monetary unit is corrupted."

New directors

He placed the responsibility for preventing this directly on American business men and citizens, pointing out that the President does not pass the final appropriation bills or the tax laws. Dr. Nourse said that private citizens must inform their representatives in Congress that they want inflation controlled and are willing to bear their share in the process.

In addition to officers for the coming year, the wind-up business meeting at Coronado also elected directors for the 1951-54 term. Those named were A. A. Anisansel, Hard & Rand, Inc.; R. E. Atha, J. A. Folger & Co.; Harold F. Gavigan, B. C. Ireland, Inc.; A. C. Glover, Manning's, Inc.; J. A. McMillan, The Kroger Co.; A. A. O'Brien, Nash & O'Brien; E. J. Walker, Byrne, Delay & Co.; J. H. Wilkins, Jr., John H. Wilkins Co., Inc.; Jerome S. Neuman, Jos. Martinson & Co., Inc.

Walter D. Emmerling, of Ben-Hur Products, Inc., was named a director for the 1949-52 term to fill a vacancy.

These coffee leaders bring new faces to the board, since all six were newly elected, rather than reelected. Mr. Emmerling and Mr. Gavigan had been serving on NCA's executive committee.

In appreciation of his services to the association and to the coffee industry everywhere, retiring president De Armond was presented with a 20-inch Capeheart television set by the board. President-elect Aborn told Mr. De Armond that

(Continued on page 66)



M/S LISHOLT M/S BORGHOLT M/S IGADI M/S REINHOLT

FAST DIRECT FREIGHT SERVICE
FROM TEA AND SPICE PORTS
PHILIPPINES CHINA JAPAN

IVARAN LINES

Far East Service

STOCKARD & COMPANY, INC., General Agents
17 Battery Place, New York 4, N. Y., WHitehall 3-2340

S. A. REBELLO, ALVES COMISSÁRIA E EXPORTADORA DE CAFÉ

SANTOS (Sede)

RUA DO COMÉRCIO, 26-2.º andar

CAIXA POSTAL, 405

Telefones, 2-4260 e 2-2698

Endereço Telegraf: "REBELLO"

RIO DE JANEIRO (Filial)

RUA SÃO BENTO, 13-4.º andar

CAIXA POSTAL, 203

Telefones: 23-0023 e 23-0021

Endereço Teleg. "REBELLOCO"

VARGINHA (Filial)

RUA DOS COMISSÁRIOS

Endereço Telegraf: "REBELLO"

SUL DE MINAS

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Supply—1st of Month		Total
		Brazil	Others		Brazil	Others	
			Total				
1950							
April	1,125	719	569	1,288	885	584	1,469
May	1,052	605	592	1,197	715	456	1,171
July	1,632	875	647	1,522	805	438	1,243
August	2,065	1,126	966	2,092	1,152	469	1,621
September	1,837	1,017	757	1,774	1,050	368	1,418
October	1,844	1,092	820	1,912	1,073	347	1,420
November	1,306	823	501	1,324	932	369	1,301
December	1,256	822	457	1,279	909	428	1,337
1951							
January	1,768	1,037	742	1,779	1,019	355	1,374
February	2,012	987	912	1,899	1,051	438	1,489
March	2,342	1,321	935	2,256	1,244	440	1,684
April	1,461	893	812	1,705	1,089	486	1,575
May	1,310	741	602	1,343	887	395	1,282
June	1,314	778	622	1,400	920	322	1,252
July	1,244	738	646	1,384	739	337	1,096
August	1,038	479	588	1,067	559	360	919
September	1,189	769	401	1,170	836	300	1,136
October	1,459	929	410	1,339	998	303	1,301
November	1,786	1,264	695	1,959	1,197	353	1,550

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The Coffee Outlook

With the end of the longest and costliest dock strike in the Port of New York, the coffee trade here began to work their way out of some of the complications which had arisen.

On the one hand, purchases by the roasters dried up for a while. They had made hectic purchases of considerable warehouse stocks during the strike, and for a period after the end of the walkout they didn't do any more purchasing.

More than 500,000 bags immobilized on the docks became available again, and another 800,000 bags were afloat from Brazil and other sources.

On the other hand, the pipelines to the consumer were only lightly filled. With prices at the current levels, roasters have been following a policy of carrying limited stocks, appreciably smaller than what was considered normal some years ago. To an extent, producing countries have been carrying some of this load for them.

When the strike hit, the roasters had to scramble for coffee to keep their brands available at the retail level. In doing this, many of the roasters had to pay heavily—either at ceiling prices for the green coffee or in extra freight charges for shipments funneled in overland from other ports.

With the end of the dock paralysis, the roasters worked busily to fill up the pipelines—and also to meet the normal winter expansion in demand. And they found themselves back in the market again.

In the meantime, the likelihood indicated at Coronado that an industrywide promotion will be forthcoming in 1952 on a major scale (\$1,500,000 was mentioned as the budget for the campaign) and with growing cooperation of the Pan-American Coffee Bureau and the domestic industry—this was considered in many quarters the most promising sign yet for a restoration of the losses that followed the coffee price crisis of the fall of 1949.

It is now generally accepted that coffee lost ten per cent of its consumption by the time the smoke cleared away. This figure has the merit of discouraging some of the wilder estimates which previously came to light. But it would still be useful to know exactly what the situation is on the basis of an industrywide survey of roasters.

Whatever the size of the figure, it is clear that in this consumption lies a highly profitable volume for the industry. It is "extra" volume, so to speak, which can be handled with the same industry plant, which can help smooth out peaks and valleys in production, and which can otherwise take up slack.

SOUTHERN CROSS LINE

Fast Motorships - from Brazil - to United States Atlantic Ports

COSMOPOLITAN SHIPPING COMPANY, INC.

General Agents

42 Broadway

New York 4, N. Y.

Serving The Coffee, Tea & Spice Trade For Many Years

Brookhattan Trucking Co., Inc.

57 FRONT ST.

NEW YORK 4, N. Y.

BOwling Green 9-0780

Import, Export and Bonded Trucking

Riverfront Warehouses

Bowne Morton's Stores, Inc.

611 SMITH ST.

BROOKLYN, N. Y.

MAin 5-4680

N. Y. Phone: BOwling Green 9-0780

Free And Bonded Warehouses

California hosts

(Continued from page 55)

Yachtsmen at the convention climbed aboard the hotel's Rainbow Fleet one afternoon, and when the sail was over it had been established that no one part of the country had a monopoly on knowledge at sheets, tillers and tacking. The winners were Russell W. Field, Mrs. Field, Edward Ehlers, Sr., and R. E. Atha.

Even shuffleboard had its hour, with Beck Rowe and Jack Hornung chalking top scores.

Not all the contests were under the blue sky. A ladies bridge tournament saw Mrs. M. O. Richter come out as winner, followed by Mrs. J. A. McMilland, Mrs. Harry Thompson, Mrs. L. Granicher, Mrs. C. A. Mackey and Mrs. Floyd R. Pool.

The ladies canasta competition found Mrs. Dan Lyons

as the prize winner, with awards also going to Mrs. Jerome Gumperz, Mrs. George Bott, Mrs. Ed Johnson, Mrs. C. W. Allison and Mrs. Ralph Clark.

NCA hails \$1,500,000 drive

(Continued from page 64)

when he returned home he would find the set already installed and working. Maybe, Mr. Aborn commented, it would make up in a small way to Mrs. De Armond for the many hours Mr. De Armond had to spend away from home on NCA business.

In recognition of his 15 years of unremitting work for the association, Frank W. Buxton, president of the American Coffee Corp., was presented with an award by NCA. He had been serving most recently as a director and a member of the executive committee.

Christmas Greetings

and Best Wishes for the New Year

S. F. PELLAS CO.

203 California Street, San Francisco



Season's Greetings



RIBEIRO, CARVALHO & CIA., LTDA.

EXPORTERS

SANTOS — RIO de JANEIRO — PARANAGUA

Rua XV de Novembro, 94/96, Santos—Cable Address: "RICA"

Agents: JAMES T. KELLNER CO., New York • E. A. JOHNSON & CO., San Francisco • SCHAEFER KLAUSSMAN CO., INC. New Orleans



Greetings of the Season

JAMES W. PHYFE & CO.

Brokers and Agents

COFFEE

SPICES

123 FRONT STREET, NEW YORK 5, N. Y.

Editorials

Christmas, 1951



HUS does another year of strain and stress draw to an end—with the Holiday Season taking on a deeper warmth, a greater friendliness, a more profound hope for the very tensions of the days which lie behind and those which are still ahead. ☞ In times like these, even more than in calmer days, the need for hope and confidence in the future is all the more important. ☞ How fresh and shining, then, are the words which express the all-pervading spirit of this Christmas, as every other Christmas. ☞ "Peace on earth, good will toward men."

The House of
Lawrie

Producers and Exporters of

quality



TEAS

Established in 1867, the house of Lawrie has behind its existing organisation an unrivalled record and a wealth of experience, which has culminated in the Company becoming one of the largest Exporters of Tea from North India.

Balmer Lawrie & Co., Ltd.

POST BOX No. 4 CALCUTTA.

Alex Lawrie & Co., Ltd.

St. MARY AXE, LONDON E. C. 3

THE COMPANIES' AGENTS
ARE SITUATED IN THE
FOLLOWING CENTRES.

★
Geo. C. Cholwell &
Co., Inc.,
40, Water Street,
NEW YORK, N. Y.

★
The G. S. Haly Co.
383, Brannan Street,
SAN FRANCISCO
7, CALIF.

★
Hayter & Scandrett,
15, Wellington Street,
TORONTO.

★
Maylor Avery Ltd.,
1307, Burrard Street,
VANCOUVER.

C. William Felton—the "C." stands for Charles—combines a vast and rollicking sense of fun with a grave and perceptive singlemindedness about the progress of the industry of which he is part.

Tea gatherings are more enjoyable for Bill Felton's presence. They are also more stimulating and productive. He is frequently able to contribute to the meetings ideas which are far-seeing yet practical, opinions which are candid yet constructive.

A vice president and director of Henry P. Thomson, Inc., widely known tea importers, Bill Felton has been a pillar of strength to the tea industry. He is a vice president of the tea Association, as well as a director, and he has been a member of the Tea Council since its inception.

He has admitted that the original Felton came to these shores in 1635, although he himself came onto the scene somewhat later—in 1902, to be exact. He was born in New York City.

He went to school there and in Boston, and later attended Harvard, where he did not stay quite long enough to carry away a sheepskin.



Robert A. Lewis

Tea leaves

pointed comments by a tea trade dean

By ROBERT A. LEWIS

His career in tea began with the Anglo-American Direct Tea Trading Co., in 1919. He has been with that firm ever since, right through its reorganization into Henry P. Thomson, Inc., and on down to the present.

During these years, Bill Felton has developed a firsthand, rounded background in tea, learning the trade from the bottom up in all its aspects. He weighed out teas, worked on books and records, handled shipping and receiving, etc.

In 1946 he made an extensive tour of India and Ceylon. He found himself in India during one of that country's most turbulent periods, when the riots which preceded independence took place.

Although he was born in New York City, Bill Felton is as much a New Englander as anything else. His folks were New Englanders, he got part of his formal schooling there—and he spent 16 years in the Boston office of his firm.

Of course, I'm partial to New England, myself. It's not just that I live here, on Cape Cod. It's also that New England is good tea country—and I like to think it helps breed good tea men.

R. A. L.

The focal point in tea promotion

By C. WILLIAM FELTON, Guest Columnist

In acknowledgement of Robert Lewis' invitation to utilize the white space of his column, I would like to draw a bead on the focal point of tea promotion. Prof. J. R. Hawkinson, who addressed the tea convention at Greenbrier this year, scored a bull's-eye when he summarized his views on the marketing of tea by stating that the big job ahead for the tea industry is to get the house-wife to take that package of tea down from the pantry shelf and serve it more frequently.

That, in my opinion, is a focal point—but by no means the full view which the tea trade must take—if the use of the beverage is to be expanded. The great task, in promoting the use of tea, lies in many directions before and beyond this point of decision. But the pantry shelf is a strong focal point for the tea trade to consider more closely—because *there* languishes the product which we all want to put into wider use.

The Tea Council, with which I have served since its formation nearly two years ago, set forth a program of advertising and merchandising which was aimed at this objective.



C. William Felton

The initial advertising copy in the campaign was designed to "shock the public" into the realization that there was a "movement" on in tea, a new interest in the product was being stimulated. Later, the tempo of the theme was accelerated, evolving into the present theme of "switching" to tea from other beverages. Subsequent advertising will strengthen and develop this printed appeal to the consumer.

In the restaurant field, the Tea Council's penetration was deeper, going right down to the source of trouble and abuse in the making of tea, by sending its staff into the field to bring about better brewing and serving conditions. Naturally, the Tea Council staff is limited in numbers, and the job can only be done by the cooperation of all distributors and packers with salesmen and representatives in the field.

The task of the Tea Council has been a mammoth undertaking. Its formation combined the efforts of the Tea Association of the U.S.A. and the Tea Bureau in creating a fund for tea promotion. It was a remarkable achievement to gain the substantial support of packagers and importers in the U.S.A. in contributing to the fund at its inception, and this year the list of contributors in the U.S.A. tea industry has expanded. The tea producers of Ceylon, India, Pakistan, and Indonesia, through the Tea Bureau, have more than matched the contributions of the tea trade in the U.S.A.

The Tea Council, which consists of five members representing the growers, and five members representing the U.S. tea trade, administers the fund which this year will amount

(Continued on page 80)

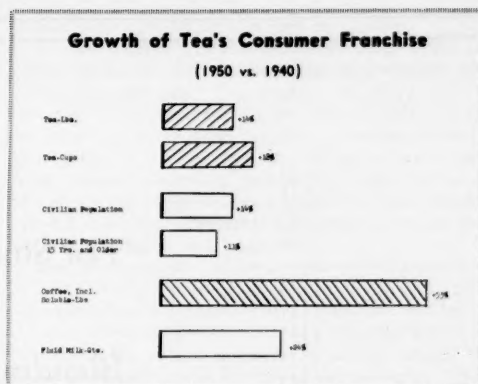
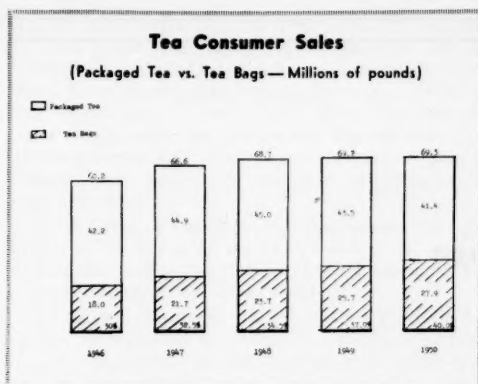


Good News for a Good New Year—

JAPAN GREEN TEA

is back again...fragrant...delightful...uncolored

—Ask Your Importer



Tea's consumer franchise

Highlights from a tea convention report. Second of two parts.

By JAMES O. PECKHAM, Executive Vice President
A. C. Nielsen Co.

According to the import figures, we might have expected a sizable decline in tea consumption from 1946 to 1947. Quite the contrary was the case, as you will note from Nielsen Food Index data covering consumer sales of tea. Actually, consumer sales of tea *increased* from 60.2 to 66.6 million pounds during this interval. During 1948 and 1949 consumer sales of tea were very close to the figure we obtain when we take 75 per cent of net tea imports, but in 1950 we have the reverse of the situation shown in 1947, in that consumer sales of tea were *less* than we might have expected from the import figures. Obviously a lot of tea imported during 1950 went into inventory somewhere along the line.

Let us next look at the five-year period between 1946 and 1950 a little more closely. We have already seen that consumer sales of tea, packaged tea and tea bags combined, increased from 60.2 to 69.3 million pounds.

You will observe that the 1950 sale of 69.3 million pounds was made up of 41.4 million pounds of packaged tea and 27.9 million pounds of tea bags. In other words, tea bags represented 40 per cent of all consumer sales of tea sold through food stores during 1950. Please bear in mind that this represents the manner in which tea was purchased by the consumer through stores. If we took the institutional use of tea into accounts, we would probably get figures somewhat different.

According to Nielsen Food Index data sales of packaged tea through food stores have declined from 42.2 million pounds to 41.4 million pounds—a loss of 2 per cent over this five-year interval. Consumer sales of tea bags, on the other hand, increased from 18.0 to 27.9 million pounds—a gain of 55 per cent. In other words, the relative importance of tea bags has increased from 30 per cent of retail sales to 40 per cent since 1946.

Now this greater sale of tea bags brings about a rather


interesting situation when we consider the progress made by tea over the decade from 1940 to 1950. I say this because a pound of tea bags generally produces more cups of tea than a pound of tea in packaged form. This must be taken into account but, unfortunately, it is difficult to get any two authorities to agree on the exact extent of this differential between tea in its two forms. I have seen figures indicating as little as 200 cups of tea per pound of packaged tea and as much as 420 cups per pound of tea bags and I dare say that both of these figures are entirely possible under certain conditions.

If we are going to make proper use of these figures, however, we do not want to know what the circumstances are "under certain conditions" but what they are on a day-to-day basis in a representative group of American homes. Thus far, the most representative data available on this subject seems to be that obtained from the Roper tea survey, with which all of you are familiar. According to this report, one pound of packaged tea is generally equivalent to 263 cups, while a pound of tea bags ordinarily produces 294 cups.

If we apply these figures, we obtain an estimate of tea consumer sales on a cup basis which gives some interesting trend data.

Using the figures obtained from the Roper survey transforms our consumer sales of 69.3 million pounds to 19.1 billion cups. Similarly, our 1940 sales of 60.8 million pounds become 16.2 billion cups, which gives us a gain of 18 per cent in home consumption during the ten-year interval from 1940 to 1950. This compares with 14 per cent if we look at tea strictly on a pound basis. It seems to me that this figure of 18 per cent more properly measures home usage of tea.

Tea's growth of 14 per cent on a pound basis and 18 per cent on a cup basis contrasts with a gain of 14 per

- 
- *Tea Storage*
 - *Blending*
 - *Reconditioning*
 - *Repacking*
 - *Tea Packaging for the Trade*

ADDRESS ALL INQUIRIES TO MAIN OFFICE

Old Slip Warehouse, Inc.

37-41 Old Slip, New York 5, N. Y.

WAREHOUSES AT

67-69-71-75 FRONT ST.; 37-39-41 OLD SLIP; 38-39 SOUTH ST., N. Y. 5, N. Y.

cent in civilian population. In other words, tea consumption has grown more rapidly than population over the last decade, particularly if we take into account the population 15 years and older, which shows an increase of only 11 per cent. If we consider this to represent the tea drinking public, we can see that tea has made very definite progress since 1940 with an 18 per cent gain as compared with an 11 per cent gain in population 15 years and older.

The opportunity and challenge to tea, however, is highlighted by the figures on this chart showing that sales of both regular and soluble coffee combined are up 53 per cent and fluid milk up 24 per cent.

Having seen the trend of tea's consumer franchise, we are now in a position to evaluate the extent of this franchise in comparison with two of its major competitors in the meal-time beverage group—coffee and milk.

We have already seen that tea usage in the home amounted to 19.1 billion cups in 1950. We also have a pretty good fix on coffee usage in the home through the medium of the Nielsen Food Index, which gives us the number of pounds of regular and soluble coffee sold through retail stores. We can compare this to tea by putting coffee on a cup basis, and here again we find considerable difference of opinion on the proper conversion factors to use. On the basis of 35 cups to the pound for regular coffee and 256 cups to the pound for soluble coffee, we arrive at a figure of 49.8 billion cups.

The problem of arriving at a suitable estimate of home milk consumption is rather difficult. With the help of the statistical department of one of our largest milk companies, we arrive at an estimate of 70 billion cups, which gives us a grand total of 138.9 billion cups for home consumption of coffee, tea and milk combined.

This means that tea thus accounts for 14 per cent of home usage on a cup basis, coffee 35 per cent and milk 51 per cent. It may seem somewhat surprising to many of you that home consumption of tea shows up so favorably in comparison with coffee, particularly when the almost universal use of coffee at breakfast is considered. On an over-all basis, home usage of coffee exceeds that of tea by only 150 per cent. Looking at it another way, approximately 28 cups of tea are served for every 72 cups of coffee—three out of every ten.

This relationship of tea, coffee, and milk is particularly surprising when we consider the relative cost of these three beverages on a cup basis.

On the basis of packaged tea, a cup of tea costs approximately 1/2¢. Regular coffee costs 2-1/2¢ per cup, while fresh milk comes out 6¢. Relative cost does not seem to be much of a factor with the consumer. This was particularly evident when the price of regular coffee increased so rapidly in the fall of 1949, while consumer sales of tea remained unaffected.

We have now covered the first two parts of our general subject.

How can tea's consumer franchise be most effectively measured?

How big is it today and what has been the trend of its development over the past ten years?

Our final point is the consideration of some things which might further the progress that has already been made. In doing this, let us first compare the consumer franchise of tea and coffee with major media advertising

expenditures devoted to each type of product.

We have already seen that total home usage of tea and coffee (including soluble) amounts to approximately 69.9 billion cups per year. Tea accounts for 28 per cent of this total as compared with 72 per cent for coffee. While we cannot get at the figure for total promotion, including such things as displays, cost of combination offers, and some types of advertising such as spot radio, car cards, etc., we can get reasonably good figures for network radio, network television, newspapers published in cities of over 100,000 population, and magazines.

This measurable part of the advertising and promotional bill amounted to \$14.2 million in 1950, with coffee accounting for 78 per cent of this expenditure and tea 22 per cent. We also see that tea's consumer franchise of 28 per cent of the cups is supported by 22 per cent of the major measurable media advertising expenditures. These expenditures, incidentally, include Tea Council and Coffee Bureau advertising.

Perhaps some consideration should be given to ways and means of intensifying the effort on behalf of tea in the light of expenditures on competing beverages.

In closing, I would like to take this opportunity to present some of the things we have observed during the past 17 years' study on the promotion of products sold



What is the trend in cup consumption of tea, as distinct from tea poundage? How about tea bags, as against loose tea?

through food stores. I hasten to explain that there is nothing magic about these factors for successful promotion of a product; most of them are just good, hard common sense and I call them to your attention at this time merely to emphasize one point—all of them, each and every one, must be present if the promotion is to achieve maximum success.

Our first factor is probably most important of all. The product must be right—in taste, convenience of use, and appearance. Despite the care which most packers exercise in blending and packaging tea, the consumer must still brew it properly in order to meet the requirements of this first factor. While this fact is well recognized, perhaps additional and/or more effective means can be found for persuading people to make a better cup of tea.

Our second factor, that cost must be in line, is not a problem with tea, as we have seen. We already have the most economical beverage, by a wide margin.

Our third factor—product must be readily available—

(Continued on page 89)

Tea imports up 25% per capita in 1946-1950, compared to 1931-1935

During the five year period from 1946 to 1950, the per capita average of total tea imports was 25 per cent greater than in the five year period from 1931-1935, it was announced by Anthony Hyde, president and managing director of the Tea Bureau, Inc.

A 27,000,000 pound increase per year in black tea imports into this country, Mr. Hyde said, amounts to a 44 per cent jump since 1931-1935 and raises per capita imports from .48 pounds a year in the 1931-1935 period to .60 pounds a year in 1946-1950.

Mr. Hyde stressed the U. S. consumer's progressive preference for black tea. In the five-year period from 1931 to 1935, green and oolong tea imports amounted to 27,000,000 pounds a year as against black tea imports of 61,000,000 pounds, so that out of a total import of 88 million pounds so that out of a total import of 88 million pounds a year, green and oolings represented 31 per cent. In the period from 1946-1950, however, green and oolong imports amounted to only 6,000,000 pounds a year, while black tea imports amounted to 88,000,000 pounds.

Out of a total import of 94,000,000 pounds of tea a year, green and oolings, therefore, represented only six per cent of the total, while black tea represented 94 per cent.

**Anthony Hyde is president of Tea Bureau
now, as well as managing director**

Anthony Hyde, for more than three years managing director of the Tea Bureau, Inc., has been appointed president of that organization as well. Mr. Hyde is also vice chairman of the Tea Council.



Anthony Hyde

The Tea Bureau maintains offices at 500 Fifth Avenue, New York City, and is one of 14 Tea Bureaus throughout the world. Organized under the International Tea Market Expansion Board, Ltd., with headquarters in London, these bureaus represent tea growers in India, Indonesia, Pakistan, Ceylon and British Africa.

Under Mr. Hyde's direction, the U. S. Tea Bureau has been able to increase its funds three-fold in the past three years and to cooperate in one of the most unique marketing ventures ever undertaken. Given the name of "partnership marketing" by government officials, this program in marketing is one of enlightened self-interest, wherein tea interests in this country join hands with businessmen in the tea producing areas of the world to increase the consumption of tea in the U. S.

Mr. Hyde has an extensive background in advertising,

With Best Wishes for
A MERRY CHRISTMAS
and
A Happy and Prosperous New Year
IRWIN - HARRISONS - WHITNEY, INC

IHW
TEA

merchandising and public relations. After he was graduated from Yale, Mr. Hyde became a reporter for the Washington, D. C., Times. He was later advertising and public relations director of the Washington Gaslight Co. and the Philadelphia Gas Works Co., and a writer for Young & Rubicam, where he worked on such accounts as Pall Mall Cigarettes, Corona Cigars, the American Can Co. and Scott's Emulsion. He later became an account executive for Lord & Thomas, where he handled all printed advertising on the Lucky Strike and Half & Half Smoking Tobacco accounts.

At the outbreak of World War II, Mr. Hyde was called to Washington to become a campaign coordinator for the Office of Facts and Figures. He was put in charge of the planning and programming of the government's information program on behalf of the United Nations concept. Later Mr. Hyde was appointed by Elmer Davis to be U. S. representative on the United Nations Information Board, sitting with the top information representatives of 19 allied governments stationed in the U. S. As co-secretary-general, he held joint responsibility for running the United Nations Information Office.

At the request of Paul G. Hoffman, chairman of the Committee for Economic Development, Mr. Hyde was released by the government to organize the information activities of CED. After two years he was appointed by the then director of War Mobilization and Reconversion, Fred M. Vinson, to become his special assistant. When Mr. Vinson became Secretary of the Treasury, Mr. Hyde was asked by John W. Snyder, who came in as head of OWMR, to stay on as deputy director. From then until his resignation in 1947, Mr. Hyde worked for the White House as deputy director of War Mobilization and Reconversion. He left to become an associated of Arthur Newmeyer and Associates, among whose clients were the Standard Oil Co. (N.J.) and the Ford Motor Co.

Tea Bureau names new treasurer

Robert A. Morgan, Jr., has been appointed treasurer and office manager of the Tea Bureau, Inc., it was announced by Anthony Hyde, the Bureau's president and managing director.

Formerly secretary and treasurer of the Acme Chenille Co., Rome, Georgia, Mr. Morgan also served for four years as administrative chief of the operations section, Headquarters 30th Division, U. S. Army. He was also associated with The General Motors Acceptance Corp. in Chattanooga, Tennessee and the Cedartown Yarn Mills, Cedartown, Georgia.

Mr. Morgan is an alumnus of the Alabama Polytechnic Institute and Shrivensham University, Berkshire, England.

John Allen, previously announced as the Tea Bureau's new treasurer, has been unable to accept the position, because of illness.

Appointed director of Dodwell & Co.

The board of directors of Dodwell & Co., Ltd., has announced the appointment of Guy F. Dodwell as a director.

Mr. Dodwell has been manager of the firm's New York branch for the past three years, and will continue to reside there. Previously he served at Kobe, Shanghai and on the Pacific Coast of North America.

Christmas Greetings

and All Good Wishes
to the

Tea Trade
for the New Year



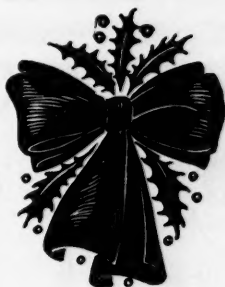
HALL & LOUDON

TEA BROKERS

91 WALL STREET

NEW YORK

MEMBERS, TEA ASSOCIATION OF THE U. S. A.



**Greetings
of the
Season**

from

FREDK. EDWARDS & SONS

120 WALL STREET, NEW YORK

TEAS

MEMBER: TEA ASSOCIATION OF THE U.S.A.

Tea's "partnership marketing" public relations honored with trophy award to Treadwell

The American Public Relations Association has presented to William F. Treadwell, director of public relations for the Tea Council, the Silver Anvil Trophy Award "for the most notable 1950-1951 public relations performance in the field of marketing and distribution."

This trophy is one of 12 presented annually by the association for outstanding achievement in public relations. Mr. Treadwell received the citation at the seventh annual convention of the Public Relations Association, held at the Hotel Warwick, Philadelphia.

In presenting the award, Robert Ramspeck, chairman of the United States Civil Service Commission, pointed out that the tea industry's "partnership marketing" program, as well as being an outstanding contribution to the field of public relations, made use of the finest techniques and procedures in the category of marketing and distribution.

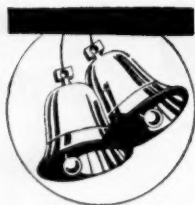
As director of the public relations program for the "partnership marketing" venture, Mr. Treadwell has ably strengthened good relationships between the tea growers and the tea packer, informed and obtained the support of the tea and allied trades and carried the story of "partnership marketing" to the consumer, especially the housewife.



Harold E. Stassen (left) president of the University of Pennsylvania, congratulates tea's Bill Treadwell on receiving the Silver Anvil Trophy of the American Public Relations Association.

"It is the housewife," Mr. Treadwell said, "who more than any other person or any amount of advertising, publicity or promotion, effects tea consumption. It is she, therefore, who makes 'partnership marketing' a practical, workable venture."

Paul H. Bolton, chairman of the presentation committee, announced that all award stories would be prepared for use as case histories by public relations of leading colleges and universities. The awards, first established in



Greetings
and **Best Wishes**
for **Christmas**
and the **New Year**

HENRY P. THOMSON, INC.
TEA IMPORTERS

120 WALL STREET, NEW YORK 5, N. Y.

Branch Sales Offices: BOSTON • CHICAGO • SAN FRANCISCO

1944, have been given to many of America's top industrial and institutional leaders. "Mr. Bolton pointed out that this year's awards carried a particular significance in that they focus critical attention on the vital need for improved understanding.

Among the top flight public relations experts attending the convention were: Hal Babbitt, vice president in charge of Public Relations, Kaiser-Frazer Corp.; Robert R. Mullen, director of information, Economic Cooperation Administration; J. E. Drew, director of public relations, Lever Brothers Co.; Morse Salisbury, director of information, Atomic Energy Commission; John A. De Chant, director of public affairs, Federal Civil Defense Administration; John T. Thacher, vice president, public relations, National Association of Manufacturers, and Daniel M. Koplik, executive director, American Public Relations Association.

Ceylon fixes 100,000,000 pound limit on tea for sale at London auctions in 1952

Hopes that more tea from India and Ceylon would be released for shipment to the United Kingdom in 1952, for sale at the London auctions, have been dampened by a Ceylon decision to limit such shipments to 100,000,000 pounds.

In fixing the 100,000,000 pound limit, Ceylon's Tea Controller issued conditions governing the export of tea to the United Kingdom and other countries.

The following categories of tea will be permitted for export to the United Kingdom on the issue of special export licenses:

1. Teas purchased for export at the Colombo auctions or through private sales; 2. Teas consigned for sale at the London auctions; and 3. Teas which are being shipped in fulfillment of private forward contracts entered into for 1952.

Every agency house (or estate proprietor) desiring to consign teas for sale at the London auctions will be given an allocation of tea for 1952, which will consist of specified quantities of high-grown, medium, and low-grown teas.

Exporters who change their minds about the quantity of tea they wish to send to the London auctions will be allowed to do so after they have informed the Tea Controller, so that their allocations may be cancelled and issued to someone else.

Estates and other exporters which undertake to send part of their teas to the United Kingdom will be expected to spread the shipments throughout the year.

Reilly elected vice president of Lipton

M. A. Reilly has been appointed to vice president of Thomas J. Lipton, Inc., Robert Smallwood, president, announced recently following a meeting of directors.

Mr. Reilly, whose promotion is as vice president in charge of sales, joined Lipton as a retail salesman and subsequently became district manager for Washington and Oregon in 1927; Western Division sales manager in 1935; and sales manager of the company in 1948.

DECEMBER, 1951

Merry Christmas



HAYES G. SHIMP

INCORPORATED

TEA IMPORTERS

230 PARK AVE., NEW YORK 17, N. Y.

CABLE: SHIMP TEL MU 6-0942

Member, Tea Association of the U.S.A.

Merry Christmas

and

A Happy New Year



CLEMENT M. HAKIM

TEA IMPORTER

91 WALL STREET NEW YORK 5, N. Y.

Tea industries of U. S., Japan mourn passing of Duncan J. MacKenzie

Duncan J. MacKenzie, who had been managing director in Japan for Irwin-Harrisons-Whitney, Inc., died on November 6th at his home in Takamatsu, a suburb of Shizuoka City, Japan, at the age of 65.

Plagued by ill health, Mr. MacKenzie had been confined to his home since last fall.

Considered one of the prime movers in the development of Japan's tea export business over the past 30 years, Mr. MacKenzie had been honored earlier this year by letters of thanks and commemorative gifts sent to him at his home by Toshio Saito, governor of Shizuoka Prefecture, Shigeru Masuda, Mayor of Shizuoka City, and other Japanese government and tea industry leaders.

For 49 years Mr. MacKenzie had been associated with Irwin-Harrisons-Whitney, Inc. He joined the firm in 1902 in New York City, where he studied the tea business under A. P. Irwin, then the president of the company.

In 1918 he was sent to Japan as managing director, and in the years which followed he spent most of his time in that country, but with frequent trips to the United States. He made the trans-Pacific voyage more than 50 times.

When Mr. MacKenzie first arrived in Japan, the tea export business centered in Yokohama and Kobe and

most of the foreign companies there purchased raw tea and did their own refining. Mr. MacKenzie pioneered by setting up a branch office in Shizuoka and buying tea refined by Japanese tea merchants.

In the decades which followed, the Japan office of Irwin-Harrisons-Whitney occupied a leading place in the expanding export of tea from that country.

Mr. MacKenzie was instrumental in organizing the Japan Tea Exporters Association and was named its president. His hope that Japan and America would never fight was in vain, and he had to leave Japan on the very last exchange boat.

During the war he was active in the United States as chairman of the Tea Association's Japan tea committee. He was also chairman at one time of the association's arbitration committee, and was the first chairman of the brewing committee when that group was formed in 1945.

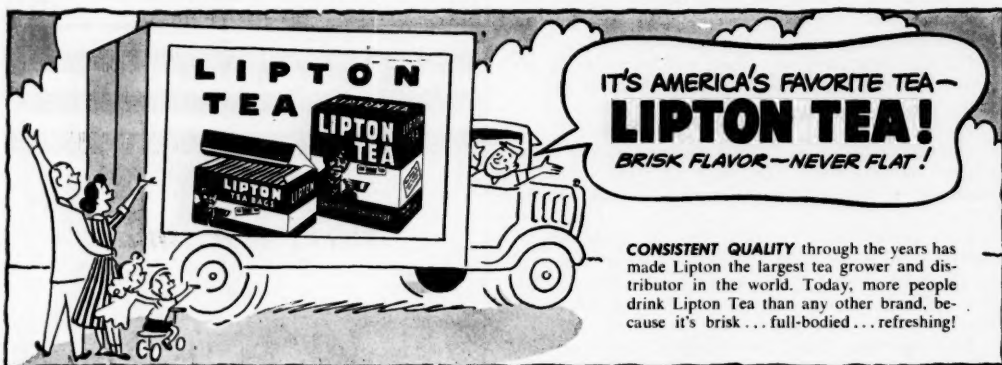
In May, 1948, he again sailed for Japan, accompanied by his wife, to reopen the Irwin-Harrisons-Whitney office there.

When he became ill last year, he turned over his active duties to Paul D. Ahrens, formerly in the San Francisco office of Irwin-Harrisons-Whitney.

Australia bans private tea exports

The Australian government has stopped the private export of tea from Australia.

The action was taken because many people sent tea out of Australia by mail. Tea sells there at about half the price in most other countries.



LIPTON TEA

IT'S AMERICA'S FAVORITE TEA -
LIPTON TEA!
BRISK FLAVOR - NEVER FLAT!

CONSISTENT QUALITY through the years has made Lipton the largest tea grower and distributor in the world. Today, more people drink Lipton Tea than any other brand, because it's brisk... full-bodied... refreshing!

BOUKOURIS & Co., LTD.

80 BROAD STREET, NEW YORK 4, N. Y.

QUALITY TEAS

MEMBER: TEA ASSOCIATION OF THE UNITED STATES OF AMERICA

Selling old tea is new racket in England

Latest victims of the small-time confidence trickster are the "tea mugs," reports the Reveille, London.

The black-market tea trick is easy to work among housewives who will give anything for that extra bit of tea that the ration does not afford.

A man calls at the door, whispers that he has some off-ration tea to sell and parts with it at 6s. to 10s. a pound packet. It looks good enough—until the housewife tries to make a nice strong pot of tea with it. Then finds the tea is not much better than hot water.

The tricksters have collected used tea leaves from hotels and restaurants, rebaked and recrushed them and made them up into packets.

"This trick is having success because tea is the shortest commodity there is in the average home," said an official of the National Union of Small Shopkeepers.

"We have heard of many cases of the tea swindle being worked. The men find out the name of somebody well known in a street, then they call on neighbors and say: 'Mrs. So-and-So sent me to you. She thought you might also like to be let in on this.'"

"They are careful to put the tea at a higher price than the rationed stuff to avert suspicion.

"A grander version of the swindle has even been worked on shopkeepers. Callers claiming to be 'in the trade' say they have a spare chest of tea to get rid of. Inspection of the chest just inside the cover will reveal genuine tea all right, but deeper down is nothing but the madeup stuff."

P. C. Irwin heads tea division in New York City polio fund drive

P. C. Irwin, of Irwin-Harrisons-Whitney, Inc., New York City, has accepted the chairmanship of the tea division in the current polio appeal in Greater New York, Basil O'Connor, president of the National Foundation for Infantile Paralysis, has announced.

As divisional chairman, Mr. Irwin will head a committee formed to secure the active cooperation of the tea industry as a whole in the citywide, \$4,000,000 polio drive now underway.

In accepting the post, he called upon everyone in his division to "do everything humanly possible" to help the National Foundation meet the present financial emergency resulting from the tremendous rise in epidemic polio, which has claimed 133,000 victims in the last four years compared to the 113,500 stricken in the entire previous decade.

More tea production in Argentina

Tea was planted on a small scale in Argentina during World War II, when it was difficult to obtain supplies from foreign sources. It is grown in the subtropical northeastern extension of the country, mostly in Misiones Territory, but also on a few acres in Corrientes Province.

The latest official report shows 3,913 acres in tea in Argentina in 1950.

Production of tea in Argentina increased from 106 metric tons in 1946 to 747 tons in 1950. A further increase from existing plantations is considered probable if prices remain favorable.

Season's Greetings
and
Good Wishes



to the tea trade

GEO. C. CHOLWELL & CO., INC.

"Whose name is known wherever tea is grown"

40 Water Street
4-6 Coenties Slip, N. Y.

Member, Tea Ass'n
of U.S.A.

Alex Lawrie & Co., Ltd.
London

Balmer Lawrie & Co., Ltd.
Calcutta, India

Betts Hartley & Huett, Ltd.
London — Calcutta — Colombo



Holiday Greetings

*To all in the
coffee and tea
trade*

**DE HOPE GOLDSCHMIDT
CORPORATION**

91 Wall Street

New York 5, N. Y.

For All Your Requirements in
**TEA • JUTE GOODS
SHELLAC • SPICES**

Write to one of India's leading exporters:

GORDHANBHAI AMBALAL & CO.

General Merchants and Commission Agents

4 Mission Row, CALCUTTA 1, India

OFFICES AT BOMBAY AND ADEN

rolls... folds in any direction!

SHELLCREASE

*the new cushioned
"wrapping paper"
CORRUGATED
BOARD*

Shelton MANUFACTURING CO., INC.
591 Ferry Street, Newark 5, N. J.
CORRUGATED PAPER PRODUCTS SINCE 1919

Exceptional flexibility with full protective qualities of corrugation. "Molds" around any shaped item. Reduces shipping weight and costs. (Approved under Army and Navy Specs.)

Write Dept. 591-D for samples and literature.

The focal point

(Continued from page 69)

to over \$1,600,000. The aim and objective of each member of the Council is to construct a program which will increase the use and enjoyment of a cup of tea. Needless to state, there are varied opinions on the method of procedure, but its deliberations are always devoid of self-interest and its conclusions on plans of operation result from a free and open exchange of thoughts and judgment.

There are at times differences of opinion on the selection of media, just as there might be among various competent advertising agencies. No doubt there are many in the trade who believe that tea promotion advertising should be more sectional than national. The present campaign uses Life Magazine exclusively in national coverage, with selected groups of Sunday supplements in newspapers across the country. All ads are four-color, full-page insertions. In time, radio and TV will carry the tea promotion story into the home and closer to that focal point—the pantry shelf.

Tea sampling

The step beyond is another phase of the Council's deliberations. For a long time, I have been an exponent of sampling tea to the consumer—placing the finished product, a properly made cup of tea, in the hands of the consumer—to demonstrate physically the merits of the beverage. I firmly believe we will eventually come to this expedient. But first things come first, and we are progressing step by step. While our present fund is substantial, it is not large enough at present costs of advertising to permit use of many other good media and merchandising approaches.

The initial plan for tea promotion was a long range schedule, and as our band-wagon gets rolling, more and more contributors will come into the fund to get aboard for the big push. Every avenue of approach is being considered by the Tea Council, and it feels a responsibility towards the entire tea trade whom it actually represents.

No doubt there are many in the trade who feel that the fund is not being used to best advantage. Critics abound everywhere when a job is being done by someone else. But what are those critics doing about the common objective—to increase the use and enjoyment of a good cup of tea? What are they doing in their own field of tea distribution?

Gimmicks... or good merchandising

Are they more concerned about buying a low grade tea at a few cents saving than in giving the consumer a reasonably good quality product when good quality tea is still the world's cheapest beverage to the consumer?

Are these dissidents more interested in the value of coupon deals, give-away gadgets, the tie-in sale of satirically unreal pieces of hardware, glassware, and chinaware, than they are in showing the consumer that there is greater value in the enjoyment and taste of a good cup of tea? Sure, the give-aways and gadgets might be good merchandising which enliven competition, but does it accomplish any more than a switching of brands? Or does it actually produce more satisfied tea drinkers?

Do the cynics see how far they can go by giving the consumer more paper bag and string and tag than tea—or do they realize that only a full weight of tea can provide a satisfactory cup of tea?

And in the restaurant trade, do they tell the operator how

(Continued on page 88)

The design that backed onto the coffee package

"A design is usually developed particularly for the package, and from there its use is extended to advertising and sales promotion", Jim Nash, widely known industrial designer, commented recently. "But with the new Boscul Coffee label, the reverse took place. The new design literally backed into the package from the advertising."

It all started when Lamb & Keen, Inc., the advertising agency of the Wm S. Scull Co., Camden, N. J., coffee and tea packers, came up with a striking design to illustrate a new slogan—"Boscul that good cup of coffee." The design showed just the lower half of a man's face beaming with enjoyment as he inhaled the aroma of a cup of Boscul coffee.

Everyone was quick to realize the fact that here was a design with first-rate promotion possibilities. It had sell. It had human interest. Yet it remained a design, eye-catching and pleasing.

The design was first used on a 24-sheet poster. Later it appeared in full color in Sunday supplements.

Then, with Jim Nash, who has designed Boscul packages for some time, the package was re-examined. With the "Boscul" trademark on the can as a highly effective primary brand identification, Mr. Nash cited the plus value of establishing the man's face design as another means of identification, even beyond the trademark. He viewed it as a sure-fire boost providing a strong connecting link between all of the sales, merchandising and advertising promotions. He then proceeded to adapt the man's face design in such a manner as to play up to the limit its "high voltage" sell and attention-getting values.

Connecting link

"I was particularly pleased to work out this project with the agency and the manufacturer", said Mr. Nash, "because it dramatizes in such clear-cut fashion what I have long advocated: That the package design should be the actual connecting link between the product on the shelf and the advertising and sales promotion effort back of the product. This new Boscul label is a vivid example. The designs the consumer sees on billboards and in other media she will also see in the store on the package. The recognition is instant. The sales impact is terrific."

Mr. Nash commented that often it has been an uphill battle to persuade manufacturers of the sales advantage of design tie-in between package and advertising. "That's why it was such an inspiration to work on this Boscul package," he explained. "Both agency and manufacturer were enthusiastic in their recognition of the sales import of complete point-of-sale tie-in with the advertising."

In adapting the design to the package, Mr. Nash said that



This "smiling face" design on the new Boscul Coffee packages was taken from a 24-sheet poster advertisement. The design, Jim Nash pointed out, had "sell" and human interest, yet was eye-catching.

two of the colors used before to indicate the various grinds—blue and red—were dropped in order to have a white background for the natural color of the face in the new design. The type of grind is now indicated in large lettering displayed boldly above the trade name "Boscul".

Aid to plant maintenance readied for national show in Philadelphia

More than 6,000 machines and products useful in various aspects of plant maintenance, the greatest such display ever assembled, will be on exhibit at the Plant Maintenance Show, to be held at Convention Hall, Philadelphia, January 14th-17th, 1952, it was announced by Clapp & Poliak, Inc., New York City, the exposition management.

Most of the machines and products will be shown in demonstrations of actual use to provide executives with opportunities for comparisons, it was stated. A large number of the exhibits will be aids to maintenance which are being introduced to industry for the first time.

Fourteen thousand executives from all parts of the country are expected to attend. Advance registrations indicate that more than 30 foreign countries will be represented among the visitors.

a Better CLOSURE
FOR SMALL PAPER BAGS

UNION SPECIAL
Dubl-Tape CLOSURE

FOR lower production costs . . . stronger, neater closures . . . ability to get out rush orders in a hurry, you can't beat Union Special Bag Closing Machines! Specially built to stand up under heavy production schedules, these machines provide the high output rates needed to meet modern competitive conditions.

In the Union Special line, it's easy to find the right unit to meet your particular requirements. *Illustrated Bulletin 200 will be sent on request.*

*Ask for
Recommendations*

UNION SPECIAL MACHINE CO.
490 N. Franklin St., Chicago 10, Ill.

Gentlemen: Without obligating me, please furnish information on bag closing equipment to handle the following production:

Kind of bags used? _____

Filled weight of bag? _____

Material being packed? _____

Maximum number of bags per minute? _____

Check-weighing required after filling? _____

Conveyor required on Bag Closing Machine? _____

Power: ☐ D.C., ☐ A.C., Volts _____ Phase _____ Cycles _____

Name _____

Company _____

Address _____

Packettes

People, Firms

Kenwood Dixon: Wray H. Callaghan, sales manager of the folding carton division of the Robert Gair Co., Inc., New York City, manufacturers of folding cartons, paperboard and shipping containers, has announced the appointment of Kenwood Dixon as art director for the company. Mr. Dixon will coordinate art efforts for the company, to maintain a high level of quality in material produced in Gair plants for its customers.

He was art director at Kenyon and Eckardt, Inc., for many years, and also served three years in the U. S. Navy as a lieutenant. He studied at the Art Students League, and is a graduate of Pratt Institute, Brooklyn, N. Y.

Equipment

Portable Conveyor: The Hytrol portable folding conveyor has proved a "one-man gang" for fast handling of many kinds of products packaged in bags, boxes, bundles, bales and cartons, it is reported. Much of its popularity is due to its compact size, light weight and mobility. One man can move it about and operate it. The Hytrol conveyor is especially adapted to materials handling chores in warehouse aisles, and other small areas, and for between-floors operations. It can be moved, or have the angle of delivery changed, while the conveyor mechanism is in motion. The conveyor is made in five sizes, each of which folds to one-half its own length. Thus, the largest Hytrol conveyor can be stored in an area less than a half-yard square. It can handle 15 one-hundred-pound bags per minute.

Made without unnecessary sides, the Hytrol conveyor can handle boxes, cartons and other packages which are extra wide. Because it is portable, it can be moved easily in and out of freight cars, or used on loading docks for stacking and unstacking.

Details of construction and operation are obtainable from the exclusive distributor, the Seedburo Equipment Co., Chicago, Illinois.

New Literature

Stokeswrap: An illustrated, detailed folder on the Stokeswrap automatic packaging machine has been issued by the Stokes and Smith Co., a subsidiary of the Food Machinery and Chemical Corp., Philadelphia. The eight-page folder indicates the kind of products the Stokeswrap can form, fill and seal. Tables of specifications give package limits for each of the Stokeswrap models.

Details are included on the use of the Stokeswrap with a tagging machine for the packing of tea bags or coffee bags for cup brewing.

Magnetic Protection: The Eriez Manufacturing Co., Erie, Pa., has released a new bulletin on the Eriez Magnetic Hump. This unit is designed to remove tramp iron from materials conveyed in pneumatic, gravity flow or liquid lines. Included in the booklet are construction and application data, information on the selection of the proper magnetic separator and engineering diagrams. It is available free of charge by writing the company.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

136 years of spice milling

By ROXANNA BEEBE-CENTER, President
Stickney & Poor Spice Co.

This article, from the New England Grocery and Market Magazine, has at least two elements of marked distinction. It is about a spice milling firm which is the oldest in the country, now in its 136th year. And it is written by the president of that firm, widely known and respected as one of the leaders of the spice industry in this country—and as a woman.—Ed.

Stickney & Poor, in a way, is the House that Mustard Built—and continues to build today.

Our founder, William Stickney, was a grocer at 68 Back Street, now Salem Street, in Boston. In 1815, he began to prepare mustard for the table, carrying his product to his customers in a basket. By 1818, this phase of his activity had increased so much apparently that his listing in the Boston Directory was changed from "Grocer" to "Mustard Dealer".

Mustard has continued a mainstay of our business ever since, although a great variety of other items have been added to our line. Maintenance of the good name given it by William Stickney has likewise continued a mainstay of our policy.

At first our founder ground his mustard by hand. Some job! I sometimes grind test samples that way myself, and I know. Around 1824, mechanization started with a one horsepower motor—a real horse. This was the period when we moved out of the crowded city, presumably to allow our motive power room in which to operate, and a nearby field for relaxation.

Rufus Barrus Stickney entered the business of his father at the age of 13. A business career started early in those days. At 20 he was a partner. At 22 he was sole proprietor. This was in 1846. By this time mechanization had proceeded a step further, and the business was using steam power instead of live horsepower.

The year '49 was the year of the California Gold Rush and no ship sailing there was complete without mustard for medicinal use. The Stickney firm expanded to Stickney & Poor by adding John R. Poor, of Danvers, as a partner, and built a new and larger wooden factory on Cambridge Street, Charlestown, where later, in 1867, the first of the present

four-story brick building was erected. This, along with additional structures, houses Stickney & Poor today.

In the 1820's, the business consisted chiefly of mustard and pepper-sauce. From this the firm branched out to grinding spices and cream of tartar—for a time, also, to roasting coffee. In the period of the Civil War, yeast powder, split peas, pearl barley, bicarbonate of soda, herbs, etc., joined the other products. The plant continued to expand and finally packaging machinery was installed.

In 1891, the business was incorporated under the laws of Massachusetts as the Stickney & Poor Spice Co. My father, James Smiley Murphy, was its first treasurer and held the presidency from 1909 until death in 1932. It was under him that the company became one of the major factors in the spice trade of the United States.

Today, the plant in Charlestown is still the main one. Our products include extracts, prepared mustard, white and cider vinegar, seasonings of all kinds, grocers' sundries, and the nationally known Stickney Stuffing. Two feeder plants, one at Winterport, Maine, and the other at North Haven, Connecticut, supply vinegar.

Distribution is intensive throughout New England by means of our own salesmen, who sell the wholesale trade and also throughout the United States by means of brokers. The familiar yellow, red, and blue container with the galleon trade mark which sailed the seas in the service of the government in World War II, still continues to sail the seas in the export trade.

In October, 1945, the Stickney & Poor Spice Co. was awarded a certificate of Achievement by the United States Navy. In November, 1947, we received the Centennial Anniversary Certificate of Public Service from the Brand Names Foundation, Inc.

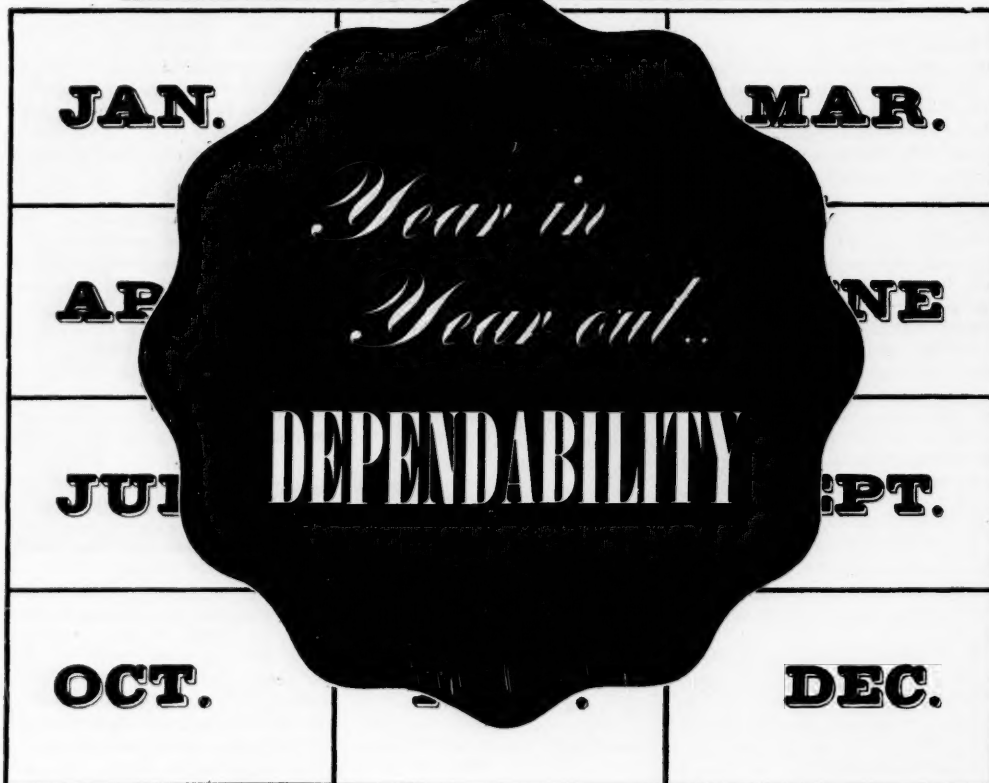
Last year, in 1950, we received a most unexpected and gracious tribute. We were honored by the Zuiderzee Museum in Enkhuizen, Holland. To Stickney & Poor, America's oldest spice millers, they sent a generous sample of what they believe to be the oldest pepper in the world. This museum is housed in what was formerly an old Dutch East Indies Company warehouse, built in 1602, which served for almost fifty years as a storage place for pepper from Sumatra. When the building was remodeled the pepper was found beneath the floor boards.

The present position held by our company is due in no small measure to the fact that in the case of six of our directors connection with the company, either direct or through their families, extends back well over half a century,

(Continued on page 86)



MID-WEST DIVISION
 CHICAGO DALLAS DETROIT MEMPHIS MINNEAPOLIS NEW ORLEANS ST. LOUIS
MANUFACTURING CHEMISTS
 NEW YORK 81, N. Y.
PACIFIC COAST DIVISION
 LOS ANGELES SAN FRANCISCO SAN BERNARDINO



Florasynth LABORATORIES, INC.
CHICAGO 6 • NEW YORK 61 • LOS ANGELES 21

DALLAS 1 • DETROIT 2 • MEMPHIS 1 • NEW ORLEANS 12
ST. LOUIS 2 • SAN BERNARDINO • SAN FRANCISCO 7
Fluor-synth Labs. (Canada Ltd.)
Montreal • Toronto • Vancouver • Winnipeg
Fluor-synth Laboratories de Mexico S. A. - Mexico City



The growing of vanilla

Facts about the origin, botany, cultivation and harvesting of this flavor plant

This article on the growing of vanilla, with particular reference to the French colonies, is from La Vanille and is published by special arrangement with the Syndicat des Exportateurs Français D'Indocbine.—Ed.

The earliest botanical definitions of vanilla seem to date from the 16th century. The dates of the different texts support this theory. But the large-scale cultivation of the plant is comparatively recent and began in the second half of the 16th century.

There is no doubt about the American origin of vanilla; and from the beginning its natural growth areas were the tropical regions of the new world, i.e., in Mexico, where it grew wild, in Colombia, in Guyana, in Guatemala and in Costa Rica.

The fact that this kind of climate was essential for the growth of this orchid pointed the way for attempts to naturalize it in other countries, chosen among the hottest and dampest regions of the other continents.

The essential characteristics of the habitat of vanilla plant call for the following conditions:

—A zone of cultivation which may stretch from 20° North latitude to 20° South latitude, at a maximum height of 1000 to 1300 feet; or in low-lying regions and river valleys where the sea breezes penetrate easily, and gentle or steep hillsides.

—A climate which must be hot, with an equable, rather than a high temperature, favorable to yearly rainfall, for the combined dampness of the air and the soil have a great influence on the growth of the vanilla plant.

—A soil which need not necessarily be clayey or alluvial, or of volcanic origin, provided that the chemical composition of the soil contains the necessary fertilizing elements (potassium, chalk, nitrogen, phosphoric acid) for a maximum yield.

To sum up, the vanilla plant needs a very rich soil. Vanilla plants growing in poor soils produce pods which do not keep well.

The vanilla plant is propagated by cuttings or sometimes by layerings to replace the missing plants.

Cuttings four to six feet long are laid horizontally in the ground, not very deep, right at the foot of the future foster mother trees, which will shade the lianas. For the maximum utility the trees should answer certain requirements which

are directly called for by the development of the plants. They should be trees which do not shed their bark, have no odor, are strong growing, and whose foliage does not fall.

Under the circumstances, it is wisest to choose trees with tap roots, because they stand up better to hurricane winds and because they exhaust the soil at a deeper level. But the foster mothers are not enough protection against the dry tropical winds, which are very violent, and screens of trees are necessary to guarantee the protection.

Their disposition is thus not an arbitrary choice, and depends on the way in which the vanilla plantation is laid out.

The fragility of the liana, of which we shall see the importance, is the main point in the cultivation of the vanilla plant, and calls for very careful handling from those who grow it.

Usually 18 months pass before the vanilla plant flowers.

The flowering takes place at the following times in these colonies which produce it:

October to December in the Comorin Islands.

November to January in Madagascar.

December to February in Reunion.

October to January in Tahiti, as the cultivation of vanilla in this group of islands extends over many islands.

This delay, which certain planters prolong for two and a half years, is necessary to strengthen the plants. In fact, the special conformation of the vanilla blossom calls for a fertilization which can only succeed if the liana is strong.

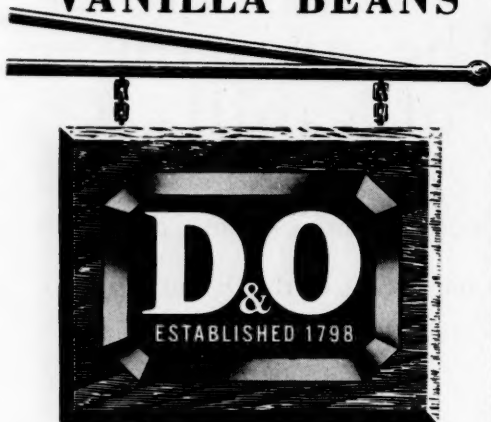
In particular, it is the shape of the stigma which makes it impossible for the flower to be pollinated by the falling pollen. It has to be done artificially. The insects which visit the flowers might be good pollinators, but still they must exist in the land where vanilla is cultivated.

In Mexico, a certain species of bee permits natural pollination.

In the French colonies, recourse must be had to artificial pollination and it is between dawn and noon, a few hours after the flowering—for the vanilla blossom opens during the night and soon withers—that swarms of women and children, armed with a primitive splinter of bamboo or a fragment of the mid-rib of a palm leaf, invade the plantation in order to perform this operation, which calls for speed, delicacy and skill.

It is carried out in three steps:

Established Specialists in
VANILLA BEANS



Manufacturers having the most exacting specifications look to D&O for quality and service on Vanilla Beans and Vanilla products. Your inquiries are invited.

D&O DODGE & OLCOTT, INC.
180 Varick Street • New York 14, N. Y.
ATLANTA • BOSTON • CHICAGO • CINCINNATI • DALLAS • LOS ANGELES • PHILADELPHIA • ST. LOUIS • SAN FRANCISCO
ESSENTIAL OILS • AROMATIC CHEMICALS • PERFUME BASES • VANILLA • FLAVOR BASES

AMERICAN DISTILLED

Oils

PRODUCED AT OUR BROOKLYN FACTORY

CARAWAY	CARDAMOM	CASSIA
CELERY	CLOVE	GINGER
NUTMEG	PEPPER	PIMENTO

Vanilla Beans

Vanilla Concentrate

HEADQUARTERS FOR IMITATION FRUIT FLAVORS



GEORGE LUEDERS & CO.

427 Washington Street, New York 13, N. Y.

CHICAGO • SAN FRANCISCO • MONTREAL
PHILADELPHIA • LOS ANGELES • TORONTO
WISCONSIN • MASSACHUSETTS

ESTABLISHED 1885

The first step is to disengage the upper part of the gynostem.

The second is to introduce the style between the blades of the stigma and to lift up the tongue, passing it under the stamen.

In the third step, the pollen mass, compressed by the operator's thumb, breaks away and falls on the lower blade of the stigma. Pollination then takes place.

Then begins a new period of waiting of six or seven months, during which the pods harden and swell. The fruits ripen, while the yellowing of the tip of the pod decides the moment of harvesting. This must be done swiftly and at the right moment.

A premature harvesting would not allow the flavor to develop its full delicacy, and if the harvest is delayed too long, the pod may split and lose its seeds.

In the French colonies, the harvest takes place at the following times:

Madagascar—between May and July.

Comorin Islands—between April and June.

Reunion—between June and August.

Tahiti and other islands of the Settlements—between April and July.

The yield is extremely variable, and depends on climatic conditions. A harvest of 900 to 1,000 kilograms of green vanilla per acre is an average yield in normal conditions.

However, it must be noted that three to five kilograms of green vanilla give one pound of commercial vanilla. In this connection, it must be mentioned that certain planters, chiefly in Reunion, tend to dry the pods insufficiently, and thus get one pound of commercial vanilla from three pounds of green vanilla. This vanilla, which is too moisture-logged, keeps badly and is too prone to mildew.

A plantation which begins to produce in the third year of its existence goes on producing as a rule for six or eight years.

"Sauce Spice" mix packaged for retail market

"Sauce Spice" mix, a combination of 27 different seasonings, is now available to individuals who want to make their own meat or cocktail sauces.

A product of Gentry, Inc., Los Angeles, it had been available only to food processors, jobbers and distributors to the institutional trade. Now it is being packaged by some distributors in small jars for the retail market.

Present distributors offering the consumer package include the American Spice Mills, Inc., Chicago, and the Texas Coffee Co., Beaumont, Tex.

To make the sauce, one need only add liquids in the form of vinegar, tomato puree, or merely water. The blend requires only 12 minutes cooking time at low temperatures.

136 years of spice milling

(Continued from page 83)

and in the case of one of these directors, 103 years.

It is also due in no small measure to the long terms of service of many of our employees. Operation in a spice business requires considerable knowledge of the raw materials. Mustard seed, for instance, does not behave the same in the manufacturing process when it has just been received and when it has been aged several months. There is not just one way to grind spices, but many, and some grinds are better for one purpose, some for another. Our people have been with us so long that they really know their spices. Six have received the 50 years service award.

Bernice Howell is named director of Canadian Spice Association

Bernice Howell, secretary of National Spice Mills, became the first woman director of the Canadian Spice Association when she was elected to the post of western director last month, it is reported by R. J. Frith, Vancouver correspondent of Coffee & Tea Industries.

To the appointment was added congratulations from her own boss, Joe Diamond, when she returned to Vancouver after attending the Quebec meeting.

Miss Howell is an expert on spices. She knows nutmegs and their origin by their first names and can discuss the various spices that go to form that assembly of spices commonly called curry.

She is frequently consulted by Vancouver chefs and others who want to be sure about anything in condiments, sauces, spices, flavoring extracts and essences. And, let this be added, this lovely little lady is herself a Grade-A cook.



Bernice Howell

Personnel changes announced; branch office heads named

Frank A. Murdock, of San Francisco was recently appointed branch manager in that district by Dodge & Olcott, Inc., New York chemical and essential oil house.

In addition to the San Francisco area, Mr. Murdock's territory includes Washington and Oregon, and Vancouver and Victoria in British Columbia.

Kenneth W. Hartley was appointed manager of the Chicago Branch office. Mr. Hartley has been a member of the D&O Chicago staff since 1949 and succeeds Frank S. Topper, who recently terminated 31 years of service with D&O to retire to his old home in Emmitsburg, Md.

The D&O representative in Dallas, William Kissel, has been transferred to the Chicago office. Mr. Kissel, is a veteran of 15 years service with D&O in New York.

Raymond E. Williams, a member of the D&O New York office staff for 11 years, has been appointed manager of the foreign sales department. He replaces Wilbur S. Deming, resigned to enter the brokerage field.

Dodge & Olcott, Inc., has announced the appointment of Fred Perrone as sales representative for the northern New Jersey territory.

Mr. Perrone, a resident of New Jersey, has been active in the industry for the past eight years and a member of the D & O New York staff since 1946. Specializing in perfume bases and flavors, Mr. Perrone will work closely with both the customer and the D & O perfume and flavor departments in New York.

William J. Sunn dies; Baker extract official

William J. Sunn, since 1922 treasurer of the Baker Extract Co., died in Springfield, Mass., recently at the age of 65.

Mr. Sunn joined the concern in 1910, beginning in the laboratory, where he continued for a year. From 1911 to 1915 he was in the office, and became office manager in 1920. He was elected treasurer in 1922.

DECEMBER, 1951

ah! what delicious flavor



You'll agree, your customers will agree, it's the FLAVOR that makes the meal.

D&O has the Perfect Flavor and the correct flavoring materials to serve your every specific flavor requirement starting from shrimp cocktail sauce, to soup, to gravy... including powdered dessert and cake frosting.

SPICEOLATES.*

the water-soluble spice flavors made by D&O from pure natural oils and oleo-resins offer greater economy and completely uniform flavor quality. Spiceolates are pure products in every respect. Additional information concerning the use of Spiceolates on request.

*Reg. U.S. Pat. Off.

For better flavors... consult D&O.

DO DODGE & OLCOTT, INC.
180 Varick Street • New York 14, N. Y.

ATLANTA • BOSTON • CHICAGO • CINCINNATI • DALLAS
LOS ANGELES • PHILADELPHIA • ST. LOUIS • SAN FRANCISCO
ESSENTIAL OILS • AROMATIC CHEMICALS
PERFUME BASES • VANILLA • FLAVOR BASES

The focal point

(Continued from page 80)

far he can stretch the underweight iced tea bag, or do they conform to the formula prescribed by the Tea Association, which is widely accepted as providing a perfect glass of iced tea?

Do some of these indifferent chaps who also sell coffee feel that if they mention tea to their trade in too loud a voice, their coffee sales might be affected? Or don't they realize that the market is flooded with all the well known beverages, all of which have greatly increased consumption—and yet new ones come along in the form of concentrates, frozen juices, instantaneously jet-propelled concoctions which keep pouring down the gullets of an open-mouthed public? It seems that there is room for all of them—thanks to the ever-expanding capacity of the great American kidney.

Yet, here we sit, a great many of us, on the goldmine of beverages in quality and in enjoyment of taste, the best profit item of them all and lowest in cost to the consumer. This country has the greatest potential for tea of any country in the world. And tea has the greatest potential of consumer satisfaction.

Let's take another look at that focal point—the pantry shelf. Tea is found in 87 per cent of the homes in America.

Established 1885

B. C. IRELAND, INC.

AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

225 Front Street

San Francisco, Calif.

VANILLA BEANS

For over 90 years the recognized source
of supply

THURSTON & BRAIDICH

286 Spring St.

New York, N. Y.

VANILLA BEANS



ZINK & TRIEST CO.

115 Lombard Street

PHILADELPHIA

PA.

Your job and our job is to cooperate with the movement to put it into more frequent use and to educate the growing generation into the proper brewing and serving of tea. A well-made cup of tea is not only a pleasing sensation—it is a memorable experience.

West Coast ASTA groups name officers

The Pacific Coast regional committees of the American Spice Trade Association, formed recently, are already rolling along.

The San Francisco regional committee has named Robert C. Pauli, of R. C. Pauli & Sons, as chairman, and Ralph J. A. Stern, of the McClintock-Stern Co., Inc., as secretary.

In Los Angeles, the group elected Ed Carico, of Ben-Hur Products, Inc., as chairman, and Lloyd C. Bellissime, of Gentry, Inc., and Jack Cunningham, of Cunningham & Co., as secretary and assistant secretary, respectively.

"Sell more" theme

(Continued from page 29)

which were widely published, saying that the Army's handling of coffee procurement was more deserving of praise than criticism," Mr. Neuman declared.

He added that in the development of the public relations program, the "home office" members of the group—Albert Ehlers, Jr., Fred H. Silence and himself—considered it their responsibility to make the program serviceable to the committee members throughout the country. Since March, three releases have been sent out each week for use by the roasters in their contact with local newspapers and radio stations.

A compilation of all these coffee stories, bound together in book form, was made available in a limited number of copies to the delegates at the convention.

Committee members have also succeeded in getting local radio stations to run 20-second spot announcements on coffee prepared by the New York office, Mr. Neuman reported.

Among the activities to sell more coffee were mentioned the coffee-hour stories, he said. They started when a congressman declared publicly that government employees were wasting too much time for coffee during working hours. The coffee industry volunteered help to Time magazine in finding out something about coffee-hour customs. The result was a two-column feature that was "pure out-and-out sell for coffee," Mr. Neuman said.

In addition, coffee-hour stories on this valuable coffee potential were stimulated in Chicago, New York, Chattanooga, Milwaukee and in Sunday supplements and on radio news programs all over the country.

In cooperation with the women's editor of the Associated Press, the committee also developed a coffee quiz which urged housewives to rate their coffee-brewing techniques against NCA standards.

The quiz idea was then adapted for restaurant operators, and 20 magazines in that field have asked to run it. The quiz gives detailed instructions on how a restaurant man can improve his coffee brewing operations to get a grade of 100 per cent.

"The public relations program has a very real meaning to every working coffee man in the country, whether he's an importer or a roaster," Mr. Neuman concluded. "Bad public relations has ruined many an industry. Ours would have been no exception. But we met the challenge—and we are continuing to meet it. We will never again be caught short, because we now know how true it is that public relations keeps the public sold on us, on our policies, on our products—and helps sell the public more coffee."

Diverse conditions affect price and supply of citrus oils, according to analysis

Varying conditions caused the scarcities of orange, lemon and lime oils which resulted in the unprecedented price rise, reports D&O News, house organ of Dodge & Olcott, Inc., New York essential oil and flavor house.

In the case of Italian lemon and orange oils, the primary cause was the rescinding of a government order of some years standing.

About a year ago the Italian government lifted its restrictions upon the selling of fruit abroad. With the way now clear to supplying the large market for fresh fruit in England and Europe, Italian citrus growers began to abandon the less rewarding business of extracting and selling the essential oils in favor of the more profitable fresh fruit trade. The natural result—short supplies and higher costs—which were beginning to make themselves felt the first of the year, remains the current situation on Italian citrus oils.

Florida, another important source for oil of orange, has also drastically curtailed production of this vital material. Here the rapidly expanding business of preparing juice concentrates has taken precedence over all related industries.

While formerly the orange juice was extracted in a manner that left the peel in satisfactory condition for obtaining oil of orange, improved juicing machines now render this peel unsuited for oil production.

Still another profitable by-product of the Florida orange industry which has cut deeply into the production of essential citrus oils has been the development of cattle feed from the crushed pulp of the orange. The production of oil of orange, once a major enterprise in Florida, has been reduced to a considerable extent.

As a result of these unprecedented conditions the California Fruit Growers Exchange has been hard pressed to meet the increased demand for Exchange Brand Citrus Oils. For the past few months, the popular Exchange Brand oil of lemon has been very scarce, with oil of orange running a close second in the short supply department. Always in heavy demand, the Exchange Brand oils must now also fill the void left by the reduced production in Florida and Italy.

As we go to press however, the outlook seems somewhat

brighter. With the first normal crop in three years now on hand, the California Fruit Growers Exchange anticipates a considerably better supply for the coming months, and both Exchange Oil of orange and oil of lemon are at present more freely available.

Another of the important citrus oils, oil of lime, is still short in supply and high in price. Mexico is one of the primary producers of Oil of Lime, and one of the D&O representatives in a report on his recent trip to that country, described the considerable damage done to the current lime crop in the central and West Coast sections (the older growing areas) by the black fly. He estimated that production would be down about 30 per cent in this area due to the ravages of the insect.

The black fly has caused considerable concern during the past few years in Mexico, and the government of that country recently asked the United States Department of Agriculture for aid in its extermination and control efforts.

In addition to the damage wrought by the black fly, an unprecedented frost, destroyed most of the early lime crop along the Mexican Gulf Coast. While it will be another year before it is certainly known whether the trees themselves have been damaged, based on all reports the new crop will be short.

Tea's consumer franchise

(Continued from page 73)

is also taken care of, since tea is found in practically every food store in the country.

The fourth factor is this: Media advertising, merchandising, point-of-sale display must be coordinated both in time and theme.

This is difficult to accomplish, particularly when there are so many companies involved in promoting the product. But anything that could be done in improving this situation should help the consumer franchise of the product.

And, finally, sufficient *sustained*—and I underline the word "sustained"—effort must be made to create and drive home the impression that leads to purchase and use.

Kritz Spice Mills, Inc., is new corporation

Articles of incorporation have been filed at Albany, N. Y., for the Kritz Spice Mills, Inc., to deal in spices, teas and coffee.

DAMMANN & SMELTZER

Incorporated

VANILLA BEANS

Pierre E. Dammann
President

71 Murray Street,
New York City



A Finer Vanillin
of Exquisite Aroma

ZIMCO® LIGNIN VANILLIN, U.S.P.

Sterwin Chemicals

SUBSIDIARY OF STERLING DRUG INC.
1450 BROADWAY, NEW YORK 18, N. Y.
445 Lake Shore Drive, Chicago 11, Ill.
FACTORY: ROTHSCILD, WISCONSIN

New York News

■ ■ That was quite a contingent, the group of New Yorkers who made the trek clear across the country to Coronado, California, for the NCA convention.

The ride over in the special train was somewhat quieter than convention specials have been in the past. We suspect the reason, if there was one, was that the Front Streeters were hoarding their energy for the show on Coast, instead of frittering it along the way.

Most of the conventioners from the Street went to—or from—the convention via great circle routes. A number of them swung south for visits to New Orleans and other cities along the way. Quite a few local coffee men paid visits to San Francisco. A number even went north to Vancouver before returning home.

Those who did come directly home were puzzled, for a while, by the seemingly contradictory weather. The final day at Coronado was on the chilly side, with a smattering of rain. Topcoats outdoors were not unwelcome. In New York, however, the topcoats came off, for the weather was mild and balmy.

The reason for this situation was simple: the Coronado weather was out-of-season, so was the New York weather. One was premature, the other belated.

■ ■ Front Street is mourning the passing on November 10th of one of its veterans—Fred H. Koepfel, who had been in the coffee business for half

a century. He was 67.

At one time Mr. Koepfel had been associated with W. H. Bennett & Son and R. C. Stewart & Co. In 1918 he joined W. J. Donohue in setting up a new firm under the name of W. J. Donohue & Co.

Two years ago, when he retired from activity, it was as senior member of the firm. The coffee mart continued to pull him, however, and he would come down to the office now and then, the last time only a week before his death.

He is survived by his wife, a sister and two brothers.

■ ■ Charles Bolte, of Fairchild & Bolte, got an early start on the winter this year. He took off for Miami Beach early in December, to soak in sunshine for several weeks.

■ ■ Peter Fagen, vice president of the Scarborough Co., sailed with Mrs. Fagen last month on the Grace Line's Santa Rosa for a trip to the Netherlands West Indies, Venezuela and Colombia.

■ ■ Maurice M. Murphy, who was probably the oldest tea broker in the United States, died last month at the age of 75, after a lingering illness.

Mr. Murphy had been active in tea for about 60 years, all of that time in the tea brokerage end.

He had been associated with Hatfield & Benson, a tea brokerage firm. When it dissolved, Mr. Murphy then set up a partnership with Arthur Benson, son of the Benson in the original firm. The new company, known as Benson & Murphy, also operated as

tea brokers.

After Arthur Benson passed away just before the last war, Mr. Murphy continued as a broker on his own.

During his long career in tea, Mr. Murphy became known for his unshakable dependability, and was widely respected in the industry.

He is survived by two sisters and a brother.

■ ■ Kenneth Fairchild, of Fairchild & Bolte, sailed for Brazil last month, with Mrs. Fairchild, on the SS Argentina. Mr. Fairchild planned to spend about a month there, returning to the States in mid-December.

■ ■ The Green Coffee Bowling Tournament, with J. J. Malone, J. P. Morgan and J. F. Toomey in charge, is working up momentum. With the shakedown stage behind them, the bowlers are buckling down and trying hard.

Early this month, the score—in games won and lost—stood as follows: Holland House, 17 won, 7 lost; Cosmopolitan, 15, 9; Aronco, 14, 10; Savarin, 14, 10; Schaefer, 14, 10. Argentine, 13, 11; Bendiks, 13, 11; Brookhattan, 13, 11; Ehrhard, 13, 11; Rivoli, 13, 11; Arbuckles, 11, 13; Hard & Rand, 10, 14; Miller, 10, 14; Slover, 9, 15; Force, 8, 16; A & P, 6, 18.

High score for single game was chalked up by J. Funaro with 237, K. Fischer with 226 and D. Osborn with 225. High team for single game was Argentine, with 880.

Three game highs were scored by H. Nockler with 574, J. De Lena with 561, and K. Fischer with 551. High team scorer for three games was Argentine, with 2,443.

■ ■ The George S. Thompson Corp., makers of Olde Thompson Pepper Mills, have completed arrangements to open a district sales office in New York.

S. D. ALHADEFF & CO.

Shippers of Belgian Congo
OCIRU COFFEES

Sole U. S. Agents:
VALOR IMP. & EXP. CORP.
91 Wall St., New York 5, N. Y.
Cable: GIUVALOR

Registered



Mark

Get your COLOMBIANS

via

BALZACBRO

Shortest Route from Growers

Balzac Bros. & Company, Inc.

Wm. Hosmer Bennett & Son

Coffee Agents and Brokers

95 Front St.
"Laticlave"

NEW YORK, 5

Geck Trading Corporation

Mexican—Santo Domingo—Ecuador
Guatemalan—Venezuelan
Cuban—Africa
Coffees

59 PEARL STREET

NEW YORK

W. J. DONOHUE & CO.

Coffee Brokers and Agents

Cable Address:
"CAFEDON"

NEW YORK

102 Front St.

REAMER, TURNER & CO.

COFFEE

Brokers and Import Agents

"REATURN"
104 FRONT ST

NEW YORK

O.F. BAYER & Co.



A. J. O'LOUGHLIN

101 FRONT STREET NEW YORK 5

GEORGE P. BOTT & CO.

COFFEE BROKERS AND AGENTS

105 Front St., New York, Tel. BOWling Green 9-1497

Agents for

SOC. RIO PRETO DE CAFE, LTDA.
SANTOS — PARANAGUA

PINHO, GUIMARAES S/A, Com. - Exp.
SANTOS

CAMBION WEROTTE & Co., Inc.

67 Wall Street
Phone: WH 4-4061

New York 5, N. Y.
Cables: CAFRUKI

KIVUS & OCIRUS

from Belgian Congo

Agents for:

STE. DES CAFES DU RUANDA URUNDI ET DU KIVU
COSTERMANSVILLE, BELGIAN CONGO

J.E. Carret & Co.

IMPORTERS COFFEE JOBBERS

90 Front Street

New York 5

George W. Lawrence & Co., Inc.
106 FRONT STREET NEW YORK CITY

**COFFEE
COMMISSION
MERCHANTS**

*Special Attention to Requirements
for Direct Importations.*

W. H. LEE COMPANY

COFFEE

COMMISSION

BROKERAGE

Cable Address "WILEECOM" **NEW YORK** 101 FRONT ST.

MEMBERS NEW YORK COFFEE & SUGAR EXCHANGE, INC.

J. A. Medina Company

New York

Specializing in

**MEXICAN-CENTRAL AMERICAN
COFFEES**

Established 1880

A. L. RANSOHOFF Co., Inc.

Coffee

NEW YORK

Cable Address
"RANWILLIG"

108 Front Street

CHARLES F. SLOVER & Co., Inc.

Coffee

NEW YORK

TEL: WHITEHALL 4-8182

109 FRONT STREET

WESSEL, DUVAL & CO., Inc.

Established 1825

EXPORT  IMPORT

Coffee and Cocoa

CABLE ADDRESS
HEMENWAY, NEW YORK

67 BROAD STREET, NEW YORK 4, N.Y.

San Francisco Samplings

By MARK M. HALL

■ ■ Leading roasters here report that business is good. The great growth of population on the Pacific Coast is the background for increasing volume, but aggressive sales policies have added ever increasing volume. It is true that roasters buy only for immediate needs, but how else could they carry on their operations? They feel prices are on a high level and cannot go much higher because of ceilings. Then there is the chance that prices will go lower when the Central American crops come in during January and February. There is no floor on prices, so there is no telling what effect crop pressure may have.

Importers seem to be in a better mood. They report that business is "not bad", which means it is satisfactory. They still say that the roaster cannot stay out of the market much longer, but probably the latter is well taken care of, if no unusual demand appears on the part of the public. They seem to agree that this type of buying on the part of the roasters has put business on a more regular basis. Spot stocks are depleted and very little is coming in. They say it does not pay to buy them for this market.

■ ■ Ralph J. Preminger, of Merrill, Lynch et. al., has been working hard among the roasters and importers of green coffee to encourage them in the use of the Coffee Exchange. Leave it to him to unravel the intricacies of an inverted market, selling of premiums or distant futures at prices above nearbys, or purchase of discounts, distant futures below nearbys, the relationship of spot and afloat values and how and when to hedge. Is this a market that is likely to go neither to zero or through the roof? Mr. Preminger may not have the final answers, but he has a pertinent story, and it is interesting.

■ ■ We have all heard of mighty hunters and evied their prowess. We don't have to go far in coffee to find one. He's a roaster, none other than W. Allan Ehrhardt, of the Alexander-Balart Co. As reported before, he made a hunting trip with Art Munson into northern British Columbia, just south of the Yukon country, in the region of the Cassiar Mountains and Stikine River. Here are the statistics: First day, a 900-pound grizzly bear! Second day, one stone sheep, North America's prize big game. Five days later, a mountain goat. Rainbow trout up to one and half pounds, so many of

them Allan was worn out pulling them in. (Oh yeah?—Ed.). Three kinds of grouse. Plenty of ptarmigan, a grouse that turns white in the winter and brown in summer.

To mention a few more figures, they had two Canadian guides, two cooks, two wranglers for 20 horses. Used a pontoon plane to hop from lake to lake, and there were plenty of lakes. Allan is not like the proverbial fisherman with his "fish story". He admitted he took six shots at a moose and missed.

■ ■ S. F. Pellas, accompanied by Mrs. Pellas and their daughters, Rosita and Gloria, left on the Johnson Line's steamer, Lion's Gate, for Panama. After a few days there, they will fly to Central America and visit such countries as Costa Rica, El Salvador, Guatemala, Nicaragua and Mexico. Mr. Pellas is the president of Ingenio San Antonio, a very large sugar mill operation in Nicaragua. He is a Stanford graduate in engineering, and designed that mill soon after leaving college. The company was originally organized by his father, who also developed interests in the coffee trade. The mill is one of the most modern in the Western Hemisphere.

The San Francisco Coffee Club holds its annual Christmas party at the California Golf Club. Traditionally, it is the eventful meet for golf, dinner and entertainment. Harold L. King is chairman of the entertainment com-

The Progressive Port of SAN FRANCISCO

Owned and Operated by
THE STATE OF CALIFORNIA

As a Public Utility for Shippers

Major Harbor Facilities include: Foreign Trade Zone No. 3 (permits exhibiting, manufacturing, etc., stockpiling of mase, including non-dutiable and quota-restricted). Also shipside bulk grain elevator, refrigeration and bulk copra terminals; 42 deepwater piers; 67 miles State Belt R.R. serving piers, and warehouses and industries adjacent to the waterfront.

Re. TARIFFS: Write Traffic Dept.
BOARD OF STATE HARBOR COMMISSIONERS
FOR SAN FRANCISCO HARBOR
Ferry Building, San Francisco 6, Calif.

E. A. JOHNSON & CO.

COFFEE IMPORTERS AND AGENTS

BRAZILS • COLOMBIANS • CENTRAL AMERICANS

166 California Street
San Francisco 11, Calif.

WELDON H. EMIGH CO., INC.

SANTOS — MILDS
150 California St., San Francisco 11

ZIEL & CO., INC.

Established 1849

IMPORTERS & EXPORTERS

Quality Coffees—Venezuelas & Central Americas

149 California Street
San Francisco 11, Calif.
Cable Address: "ZIELCO"

THE G. S. HALY CO.

383 Brannan St. San Francisco, Calif.

TEAS

Import Agents — Brokers

Learning the technique of coffee roasting is easy with a copy of The Coffee Man's Manual \$2.50

Write to THE SPICE MILL BOOK DEPARTMENT.
106 Water Street New York 5, New York

mittee, and assisting him are Ernie Kahl, Al Sargent, Doug Rowe and Bob Benson. Morris Buckingham is the retiring president and Cedric Sheerer, retiring secretary. A new slate of officers is to be elected.

■ ■ Harry S. Scott, president of the General Steamship Corp., gave a cocktail party at the Bohemian Club in honor of Westfal Larsen, of the Westfal Larsen Line. A representative group of coffee men were present.

■ ■ A luncheon was given by Ruffner, McDowell & Burch, Inc., at the Knob Hill Room of the Fairmont Hotel to Mr. and Mrs. J. B. Lima, representing Silveira Freire & Cia., Ltda., Santos, Brazil, and to Mr. and Mrs. Phil Nelson, of Ruffner, McDowell & Burch's New York office. Present were many members of the green and roaster fraternity in the city.

■ ■ John J. Beardley, of the Otis McAllister Coffee Corp., had no sooner returned from the NCA convention than he was rushed off to Mt. Zion Hospital for an operation which kept him away from his work for about two weeks. He is back on the job, and while not yet his old self, is rapidly recovering.

■ ■ E. E. Hood, of Otis McAllister, is still in South America visiting the firm's offices. He is expected to be home by Christmas.

■ ■ Preparations have been made by Hills Bros. Coffee, Inc., in anticipation of the building of an addition to their existing coffee processing and warehouse facilities on company-owned property adjoining the present plant. Engineering design for the plant addition was well under way last fall. Actual building has begun with government approval.

■ ■ Dick Southerland, of the New York office of Leon Israel and Bros., Inc., spent some time in San Francisco following the NCA convention.

■ ■ Miller Riddle, of Lipton is up and about after recovering from a serious operation and the effects on an Eastern trip shortly after his release from the hospital. Everybody talks about their operations, and Miller confided that a good deal of what was once Mr. Riddle was left in the hospital.

■ ■ The November meeting of the Western States Tea Association was held at Gino's, and the boys are figuring that it is a good place to come back to. Preparations were made for the Christmas party, with president Miller M. Riddle presiding. He appointed Ed Spillane chairman of the election committee, with assistants Bob Manning and Larry Meyers. The entertainment committee included Marion Sanders, John Siegfried, J. Mahoney, Sr. and Werner Lewald.

■ ■ Toby Hyde and Oscar Gorenflo, of the Tea Bureau, were recent visitors to San Francisco. They were working up enthusiasm for Hot Tea Week among wholesalers and packers of tea. It is necessary that all the promotion material and advertising be

utilized to its full extent to insure the success of the event.

■ ■ Paul Aherns recently returned from Japan, where he acted as representative for Irwin-Harrisons-Whitney, Inc., during the tea buying season. He will remain in this country until the season opens up again.

D. J. McKenzie, retired member of the same firm, died recently in Shizuoka. He was, up to the time of his retirement, local manager and lived many years in Japan.

■ ■ Last month the board of directors of PCCA met at the Commercial Club and listened to delegates Eugene Hoelster and W. L. Granicher give a report on the October meet of NCA.

■ ■ Mr. and Mrs. R. E. Pyke, of the Johnson Line, were seriously injured in an automobile accident on the Bay Shore Boulevard when they were rammed by a speeding automobile. It is expected they will recover. Mr. Pyke is general freight agent for his company's lines and is well known in the coffee trade.

■ ■ Coffee imports through the Port of San Francisco were 13,921 tons, in October of this year, and imports for September were 6,537 tons. The accumulative tonnage for ten months of this year was 116,693 tons, and for the same period in 1950, 104,819 tons.

Southern California

By ANDREW S. MOSELEY

■ ■ The Moore McCormack Steamship Co. gave another of their delightful cocktail parties at the Biltmore Hotel, the guest of honor being D. B. Geddles, first vice president in New York.

■ ■ Bill Lynch, of W. R. Grace & Co., was in town for a few days. Bill was introducing Rudolph Groth-Marnat, who will be in charge of their import and export Los Angeles office, to be opened around the first of the year.

■ ■ John Geiger, formerly of Cal-Pack in Brooklyn from 1947 through 1950, has joined the sales force of E. B. Ackerman & Co., it was recently announced by John Mack.

■ ■ The American Spice Trade Association held an informal meeting at the Jonathan Club, recently. Harry J. Schlichting, president of the Association, presided, and a Southern California regional committee was formed, with Lloyd C. Bellissime elected temporary chairman. Southern California members of the Association include F. P. Kiely and A. E. Shepard, of Chili Products; Lloyd Bellissime, Dr. A. N. Prater, A. S. Pettit and E. George Lambrecht, of Gentry, Inc.; E. S. Carico and Walter Emmerling, of Ben Hur Products; J. R. Foulks, of Spices, Inc.; and Allan Leivenberg of McClintock-Stern Co.

■ ■ We were sorry to hear of the death of Samuel H. Berch, 62, president of the Arden Farms Co., who died of a heart attack Monday in Beverly Hills. Mr. Berch was well known to

the coffee trade in Southern California.

■ ■ Southern California offices of General Food Sales Division moved to their new location at 3440 Wilshire, Los Angeles 3, it was recently announced by Fred Hawkins, their district manager.

■ ■ On their way to Coronado, Earl Ackerman was in town for a few days with Mrs. Ackerman to take part in one of their many bridge tournaments.

■ ■ We understand that Vic Cain of W. J. Morton, Inc., in addition to his regular duties with Bill, and as a side line only, is assisting the staff of Coffee & Tea Industries (formerly The Spice Mill), obtaining advertisements from this area. Good luck, Vic.

■ ■ R. C. Viani, division manager, M. J. B. Coffee, has announced that over one million coffee coupons were mailed in Los Angeles County. These coupons, worth ten cents to the consumer, will be redeemed through the merchant, plus two cents for handling charges.

■ ■ Folger's Coffee is featuring flower bulbs as a premium on their Hemingway twice-a-day newscast. Imported from Holland, six giant tulip bulbs are available for 25 cents and a Folger Coffee tin band.

■ ■ Ben Hur Products, Inc., are offering 12 Christmas cards with envelopes for 25 cents and the last inch of winding strip from a tin of Ben Hur Coffee.

■ ■ The Southland was glad to hear of the election of Walter Emmerling, president of Ben Hur Products, to the Board of the National Coffee Association at the recent convention at Coronado.

■ ■ THOUGHTS OF THE MONTH: THURSDAY NOON, OCTOBER 25th, AT CORONADO . . . THE NEWS IS AROUND OF THE PASSING AWAY OF EARL REAGAN . . . AND THE CONVENTION STOOD STILL . . . MAY WE JOIN WITH MANY FRIENDS, THROUGH THIS CHANNEL, IN OFFERING TO LORETTA REAGAN AND MEMBERS OF THE IMMEDIATE FAMILY OUR SINCERE SYMPATHY.

St. Louis

By LEE H. NOLTE

■ ■ The St. Louis Coffee Club held their monthly meeting last month at the York Hotel with an attendance of about 25.

Guests were A. LeGendre, of LeGendre Brothers, New Orleans, David H. Osborne, of the A. C. Israel Commodity Co., New York City, and Dale Norwieh, of the Dining Car Coffee Co.

A fine roast beef supper was served and after the regular order of business the meeting adjourned about 9:30 p.m. Of course, some of the boys stayed on for cards.

Final arrangements were made for annual ladies night, which will be held at the Sheraton Hotel. Dave McKay and his committee have completed very elaborate plans and are expecting a large attendance.

New Orleans Notes

By W. McKENNON

■ ■ W. D. Roussel, of W. D. Roussel and Co., Inc., is receiving congratulations from members of the trade upon his election to the vice presidency of the National Coffee Association at the convention at Coronado.

■ ■ Among New Orleanians who attended the NCA convention were: A. J. Breaux, of H. L. C. Bendiks, Inc.; W. C. Englisbee, of Ruffner McDowell and Burch, Inc.; C. J. Lafaye, of W. D. Roussel and Co., Inc.; Mr. and Mrs. E. A. Lafaye, of J. Aron and Co., Inc.; E. A. Leonhardt, of Westfeldt Brothers; Austin O'Brien, of Nash and O'Brien; Albert Schaaf, of Stewart Carnal & Co., Ltd.; Murray Squires, of C. A. Mackey and Co., La., Inc.; Mr. and Mrs. Felix Vaccaro; Mr. and Mrs. Max Zander, of Zander and Co., Inc.; Milton Ruth, of Leon Israel and Co., Inc.

■ ■ Ralph Richards, of the Otis McAllister Coffee Corp., with Mrs. Richards and their daughter, visited in Los Angeles and San Francisco on their return from Coronado.

■ ■ E. M. Gant, of the Colonial Coffee Co., Nashville, with Mrs. Gant, visited in New Orleans on their return from the convention.

■ ■ Overton Dickinson, of the Fleetwood Coffee Co., Chattanooga, and Mrs. Dickinson visited in New Orleans enroute to Coronado.

■ ■ Pedro Barreiros, of Leite, Barreiros, Santos, with Mrs. Barreiros and their niece, Vilva, made a tour of the U.S. and parts of Canada while here for the convention. They were guests of Mr. and Mrs. Felix Vaccaro at "Felvac", the Vaccaro home, and visited in New Orleans before sailing for Santos aboard the Del Sud.

■ ■ Fred Martin, of the Bingham Coffee Co., Jacksonville, Florida, stopped over in New Orleans on his return from the convention.

■ ■ Leo Zander, of Zander and Co., Inc., and Mrs. Zander spent a week visiting San Francisco and a week visiting Los Angeles before returning to New Orleans after the convention.

■ ■ Members of the trade here were saddened by the death of H. S. Herring recently at Hammond, Louisiana. Mr. Herring was secretary and treasurer of the New Orleans Board of Trade from 1906 to 1934. After his retirement he lived in Hammond with his family.

■ ■ Eugene Ausch of the Ausch Coffee Co., New York City, and Mrs. Ausch visited friends in New Orleans after the convention.

■ ■ Maurice Galliani, of the Otis McAllister Coffee Corp., Chicago, and Mrs. Galliani stopped in New Orleans on their return from Coronado.

■ ■ Members of the trade here are



Double congratulations to David A. Kattan. Mrs. Kattan pins a rose on him while William T. Walshe shakes his hand. The occasion was the installation of officers of the Export Managers Club of New Orleans. Mr. Kattan is the new first vice president, Mr. Walshe is the outgoing president.

enjoying the photographs David Kattan took at the convention. Mr. Kattan visited in Los Angeles on his return from Coronado.

■ ■ Austin O'Brien, of Nash and O'Brien is spending some time in the New York office.

■ ■ Cole McCreary now of Washington, D.C., but formerly in the coffee business here, recently spent a few days calling on his many friends in the trade, who were all pleased to see him looking so well.

■ ■ Mr. Van de Meeberg, of the Van Rees, Burcksen and Bosman's Co., Rotterdam, Holland, recently flew to New Orleans where he conducted business at the offices of the commercial Import Co.

■ ■ Grady Tiller, of the Otis McAllister Coffee Corp., has returned from a business trip through the southern territory.

■ ■ Roul Haydel, of C. E. Bickford and Co., here, recently spent some time at the firm's New York offices.

■ ■ The National Shipping Authority announced here recently that five liberty ships have been assigned to New Orleans firms for operation in the Economic Cooperation Administration bulk cargo program. Two vessels were assigned to the Waterman Steamship Corp., one each to the Lykes Bros. Steamship Co., the States Marine Corp. of Delaware, and the Mississippi Shipping Co.

Minneapolis

By HARRY P. RILEY

■ ■ Coffee men from this area attending the Coronado convention of the National Coffee Association included:

Henry M. Atwood, president of the Atwood Coffee Co. and president of the

Northwest Coffee Roasters Association; John Hanson, manager of the coffee department of the Nash Coffee Co.; David Platter, manager of the coffee department of Red Owl Stores; Robert McGarvey, Jr., vice president of the McGarvey Coffee Co.; John Andresen, of the Andresen-Ryan Coffee Co.; and Ed Rendahl, manager of the coffee department of the Winston-Newall Co.

Vancouver

By R. J. FRITH

■ ■ Vancouver coffee men attending the NCA convention included C. A. M. Cooke and Henry Schmidt, with Mrs. Schmidt. And she, good lady, enjoyed it as much as those others of the fair sex who accompanied their husbands to Coronado. Mr. Schmidt said the entertainment was well appreciated, with its variations of the Mexican fiesta theme and the Hawaiian motive.

■ ■ Incidentally, the Schmidts and Mr. Cooke put in a plug for the evergreen playground of the Pacific Northwest, and so it is not surprising to hear that some of our good American coffee friends returned to their home towns by way of Vancouver.

These included Mr. and Mrs. Gus Scheidemann of New York City. Mr. Scheidemann is with Balzac Bros. & Co., Inc. It was their first visit to Vancouver, friends of theirs said, but while here they visited others in coffee business and were so pleased with their reception, they promised to return at a future date.

Besides the Scheidemanns there were Mr. and Mrs. Bob Sasseen. Mr. Sasseen is with the Dannemiller Coffee Co., New York City.

Both couples, along with Carl Strohn, of Chicago, whose mission in life is to haul much green coffee as possible from Rio to New Orleans over his company's Delta Line, and who also was in Vancouver, were guests of the Henry Schmidts. While here, Mr. Schmidt took them over the Nabob Coffee plant in Vancouver, Mr. Schmidt being manager of coffee for Nabob Food Products.

■ ■ Include in this month's list of visitors to Vancouver one who came to see us all the way from Colombo. He is A. H. Salter, who is associated with Harrisons & Crosfield, Ltd. In Vancouver, it is "Toby" Cooke who heads up the firm's branch. Mr. Salter tells friends that tea business in Ceylon is quite good, with very little change in month to month business and price changes very narrow. For a fact, said he, Colombo tea quotes are not much above actual production costs.

■ ■ W. G. Jeffery, of Vancouver, and Leonard Akerman, of Montreal, B.C., branch manager and Canadian manager, respectively, of the Tea Bureau in Canada, staged a pleasing "tea meet." The business part was held in the auditorium of the Medical-Dental Building, the social side in the popular Salon A of the Hotel Vancouver. The tea men announced that, for the first time, they were putting on "tea meet" in Calgary.

"Tea meets" rally Canadian support to industry's 1952 merchandising drives

More than 400 members of the tea trade and allied industries in Canada were given a first-hand account of the Canadian Tea Bureau's 1951-52 "merchandising-blitz" campaign advertising and publicity at "tea meets" held at various locations from coast to coast.

Highlighted by the announcement of new merchandising drives to establish "tea time" in citywide promotions, the tea meets consisted of a package presentation of the Bureau's advertising, merchandising and public relations activities.

Charles Pryor, chairman of the International Tea Market Expansion Board, London, and Gervas Huxley, executive vice chairman, were guest speakers at two of the tea meets. Their messages were brought to the trade at the other meets by means of a recording and film strip.

Referring to the most important part of the Bureau's 1952 plans—the merchandising blitzes in some 58 cities across Canada—Leonard Akerman, Tea Bureau managing director, told the meetings that "on these drives we are confident of enthusiastic cooperation from the press, the radio and the merchants of every city. With advertising and merchandising drives scheduled for British Columbia, Alberta, Saskatchewan, Manitoba and from the head-of-the-lakes to the Maritime seaboard, we feel we have a promotional package which can be of real value and profit to the tea trade.

"It's yours for the taking, and if you take it and use it, we cannot help but feel that the year 1952 will see tea covering Canada."

The merchandising or "tea time" drives will be spearheaded by Bureau field men with the active cooperation of all tea packers and allied food distributors. Personal contact will be established with thousands of chain stores,

independents, restaurants and bake shops to obtain an all-out showing of tea advertising material.

"Our newspaper and radio advertising, which is scheduled to cover the period October to June, will be bolstered to give added punch to 'tea time' drives," Mr. Akerman added, "And each drive, or 'blitz,' should result in an overwhelming display of tea promotion in each individual city."

The tea meets were enthusiastically attended in Toronto, Montreal, Saint John, Vancouver, Calgary and Winnipeg, and in each location active support was assured by all members of the trade.

In a visual presentation entitled "Tea in the News," the Bureau's director of information, Frank A. Healy, told of the enthusiastic cooperation shown by food editors and radio commentators all across the country, following the inauguration of a new editorial service entitled "Jeanne Lambert's Tea Time Talk."

Greater part

"The increased frequency with which the Bureau is being called upon to act as an information department," Mr. Healy said, "and the number of spontaneous tea mentions in all types of media encourages us to believe that tea is playing an increasingly important part in today's thinking and writing and speaking by newspaper, magazine and radio people."

The tea meets were rounded out by an address by Gordon Youngson, merchandising officer, on his experiences while working as a clerk behind the counters in detail grocery stores—seeing both the chain and independent type of operation.

With the firm conviction that the Bureau's annual promotional campaigns can succeed only with cooperation from all members of the Canadian tea trade, the tea meets were inaugurated in 1950 to bring the Bureau's story home to everyone in the trade—salesmen, advertising men, merchandisers, etc. So successful were the first year's tea meets, held only in Toronto, Montreal, Winnipeg and Vancouver, that it was decided to expand their scope to take in Calgary and the Maritimes.

Chicago

By JOE ESLER

■ ■ The Rock Island Lines have introduced coffee and donut service on its crack streamlined non-stop suburban train, the Bankers' Special, operating between Joliet and Chicago daily. Some 800 passengers ride the train daily.

Mr. Reynolds, manager of Rock

Island's dining car service, said each cup of coffee is brewed individually as ordered. It requires about two seconds to prepare a cup in the machine, called the "mechanical marvel." As a coin is dropped, a paper cup falls into place and the liquid quickly follows with cream or sugar—or however desired—mixed in. A turn of a button indicates preference for cream or sugar, or both, or black.

The donuts are individually wrapped and delivered just before the train leaves each morning.

The charge for each item is ten cents. ■ ■ The National Tea Co. held a dinner meeting for their 25 year club at the Drake Hotel, one hundred twenty members were present.

■ ■ Frank Smith, formerly with H. H. Hixson & Co., has joined the Richheimer Coffee Co. in charge of their testing department.

■ ■ Robert Richheimer and his wife, and Jimmy Kissane have returned from an extended west coast trip which included the National Coffee convention at Coronado.

BETTER COFFEE

can be made in
Clean Equipment

Write for a sample
package of

COFFEE URN CLEANER

WALTER R. HANSEN
P.O. Box 91, Elgin, Illinois

THOS. M. HAWKEN COMPANY BROKERS

Coffee Tea
707 Clark Avenue St. Louis 2, Mo.
Cable Address: MILCO, ST. LOUIS



Ask us about
Johnny-on-the-Spot
the One and Only
Single Unit,
Portable Urn
that Boils Water
and Brews Coffee
At Its Very Best.

By the Makers of the
famous Wet-Strength
Filter Papers and modern
fittings for urns from
1 to 150 gallons.

TRICOLORATOR COMPANY INC.
230 E. 11th Avenue • NEW YORK 1, N.Y.

UNIONRebuilt
Machinery
Established 1912**MODERN REBUILT MACHINERY**
For Immediate Delivery
At GREAT SavingsInternational S.S. Straightline Vacuum
Filler with Auto. Feeder, 160 per min.
Resina S and LC Automatic Cappers.
New Way MH Wraparound Labeler.Burns #6, #7, 1/2 & 1 bag Roasters.
Jabez Burns No. 25, 4000 lb. Granulator.

Jabez Burns coal or oil-fired Roaster.

Jabez Burns #12 Coffee Grinder.

Jabez Burns No. 35 Coffee Roaster.

Burns 2 and 4 bag Jubilee Roasters.

Day & Robinson Dry Powder Mixers.

Huhn Steam and Gas Fired Dryers.

S. & S. Model A and B Transwrap.

Pony ML and MX Labelers.

World and Ermold Rotary and Straight-

away Automatic Labelers.

Triangle G2C, A6CA Elec-Tri-Pak Fillers.

S. & S. G1 and G2 Auger Fillers.

S. & S. HG88 Duplex Auger Filler.

Whiz Packer Volumetric Fillers.

Filler 4 Head S. S. Piston Fillers.

Amsco Rotary Sealer.

Triangle SHA Filler and Carton Sealer.

Hayssen, Scandia, Miller and Package

Machy. FA, FA2, FA4Q Wrappers.

This is Only a Partial List

OVER 5000 MACHINES IN STOCK

Tell Us Your Requirements

UNION STANDARD EQUIPMENT CO.

118 322 Lafayette St. New York 12, N. Y.

FOR SALE: 1—Huntley Monitor 4-bag Coffee Roaster; 1—Pneumatic Scale Packaging Line to handle up to 3 1/2" x 6 1/2" x 8"; 1—Standard Knapp Self-Adjusting Gluer, Sealer & Compression Unit; 1—Aluminum, jacketed, 1000# Powder Mixer; 6-Day 8/8 40" x 84" "Roball" Sifters; 3—Sewn type Tea Bag Machines, 125 per min. All at bargain prices. Only a partial list. Send us your inquiries. CONSOLIDATED PRODUCTS CO., INC., 16-19 Park Row, New York 7, Barclay 7-0606.**FOR SALE:** 2 Burns Jubilee 4-bag coffee roasters in good condition, complete with AC motors. Address Box 55, care of Coffee and Tea Industries.**FOR SALE MISCELLANEOUS****FOR SALE:** Approximately 5 carloads one pound of Dura-glass, glass jars 63 millimeter. Also 732,000 snap on caps to fit. Will sell at special discount. Box 1634, Omaha, Neb.**EQUIPMENT WANTED****WANTED:** 4-Bag Thermo Coffee Roaster complete. Address Box 66, care of Coffee and Tea Industries.**WANTED:** High speed packaging line, 2-bag Roaster, and #12 Coffee Grinder. Address Box 147, care of Coffee and Tea Industries.**WANTED:** ROYAL COFFEE ROASTERS ALL SIZES MONITOR 1, 2, 3; ALSO JABEZ BURNS 6, 7. ADDRESS BOX 119, CARE OF COFFEE AND TEA INDUSTRIES.**INDEX TO ADVERTISERS**

	Page		Page
Abbo Jr., & Hnos., Tito	46	Kattan, David A.	40
Alhadeff & Co., S. D.	90	Lara & Sons, Leonidas	50
Ambalal & Co., G.	80	Larach y Compania, Nicolas J.	45
American Can Co.	6	Lawrence & Co., Inc., George W.	39, 91
American Coffee Corp.	12	Lee Company, W. H.	91
American Export Lines	10	Lenson Corp., U & J.	48
American President Lines	58	Lipton, Inc., Thomas J.	78
Anderson, Clayton & Cia. Ltda.	20	Lloyd Brasileiro	10
Argentine State Line	56	Lopez & Mangual	48
Arnold, Dorr & Co., Inc.	46	Lueders & Co., George	86
Aron & Co., Inc., J.	41	Lunardelli, G. S. A.	44
Atlantic Coffee Bag Co., Inc.	54		
Balmer, Lawrie & Co.	68	Mackey & Co., Inc., C. A.	21
Balzac Bros. & Co., Inc.	46, 90	Malzoni & Cia. Ltda.	54
Bayer & Co., O. F.	91	Marintson & Co., Jos.	43
Bendiks, Inc., H. L. C.	53	Medina Co., J. A.	91
Bennett & Son, Wm. Hosmer	47, 90	Mississippi Shipping Co., Inc.	32
Bickford & Co., C. E.	Cover	Moore-McCormack Lines	60
Bott & Co., George P.	91	Muller & Co., E. B.	52
Boukouris & Co., Ltd.	78	National Coffee Commission of Mexico	38
Brookhattan Trucking Co., Inc.	65	National Federation Coffee Growers of Colombia	Cover
Bueno S. A., Sampaio	30	Naumann, Gepp & Co., Inc.	26
Burns & Sons, Inc., Jabez	3	Naumann Sales Agency	26
Byrne, Delay & Co.	28	Neugass & Co., Inc., L.	34
Caio Guimaraes & Cia.	30	Nioac & Cia., Ltda.	52
Cambron Werotte & Co., Inc.	91	Nopal Line	61
Canessa, Amedeo S.	42		
Carret & Co., Inc., J. E.	91	Old Slip Warehouse, Inc.	72
Cholwell & Co., Inc., George C.	79	Ortega & Emigh, Inc.	52
Classified Advertisements	96	Otis McAllister Coffee Corp.	Cover
Commercial Antonio Perez, S. A.	53		
Com. e Exp. Barros S/A	53	Pan American Coffee Bureau	5
Companhia Financiadora Com. e Exp.	63	Pellias, S. F. Co.	66
Com. Nacional del Cafe de Honduras	47	Pereira S. A. Com e Exp., Irmaos	55
Compania Salvadorena de Cafe	8	Phyfe & Co., James W.	66
Cosmopolitan Shipping Co., Inc.	65	Pope & Talbot Lines	62
Cup Brew Coffee Bag Co.	7	Pro y Exp. de Cafe de La Republica Dominicana	12
Dammann & Smeltzer, Inc.	89	Prudente Ferreira Com e Agri., S. A.	13
D'Antonio & Co., C. H.	48		
De Hope Goldschmidt Corp.	80	Ransohoff Co., Inc., A. L.	44, 91
Dodge & Olcott, Inc.	86, 87	Reamer, Turner & Co.	90
Donohue & Co., W. J.	90	Rebello Alves, Com. e Exp. de Cafe S. A.	64
Fast Asiatic Co., Inc. The	Cover	Ribeiro, Carvalho & Cia. Ltda.	30, 66
Edwards & Sons, Frederick	75	Rosato S. A. Com. e Exp.	55
Ehrhard & Co., F. W.	39	Roussel & Co., Inc., W. D.	47
Emigh Co., Weldon H., Inc.	92	Ruffner, McDowell & Burch, Inc.	24
Eppens, Smith Co., Inc.	52		
Fairchild & Bolte	35	San Francisco, Port of	92
Federacion Cafetalera Centro- America-Mexico-El Caribe	11	Scarburgh Co., Inc.	42
Florasynt Laboratories, Inc.	84	Schaefer Klausmann Co., Inc.	16
Gabriel de Paula & Cia. Ltda.	10	Scholtz & Co.	44
Gaylord Container Corp.	14	Schonbrunn & Co., Inc., S. A.	45
Geck Trading Corp.	90	Shelton Manufacturing Co., Inc.	80
General Foods Corp.	10	Shimp, Inc., Hayes G.	77
Grace Line	56	Shimp (Canada) Ltd., Hayes G.	40
Grace & Co., W. R.	30	Simmmonds, W. Lee	30
Gulf & South American S.S. Co., Inc.	42	Slover Co., Charles	91
Gump Co., B. F.	51	Sola e Hijos, H. de	9
Gumperz Co., Jerome	55	Standard Brands, Inc.	54
Haitian Coffee	11	Sterwin Chemicals, Inc.	89
Hakim, Clement M.	77	Stewart, Carnal & Co., Ltd.	55
Hall & Loudon	75	Stockard & Co., Inc.	64
Haly Co., The G. S.	92	Taffae Co., Inc., Leon	37
Hanemann & Cummings	65	Thomson, Inc., Henry P.	76
Hansen, Walter R.	95	Thurston & Braichid	88
Hard & Rand, Inc.	28	Transportadora Gracolumbiana, Ltda.	61
Harrison Co., The	49	Tricolorator Co., Inc.	95
Hawken Co., Thomas M.	95		
Hill-Shaw Co.	49	Union Special Machine Co.	82
Hooper Jr., Co., Joseph G.	43	United Fruit Company	56
International Freighting Corp.	60		
Ireland, Inc., B. C.	45, 88	Vacarro, Felix J.	43
Irwin-Harrisons-Whitney, Inc.	74	Voelbel Co., Inc. Gordon W.	4
Israel & Bros., Inc., Leon	8	von Gohren, Wilmer T.	40
Japan Tea	70		
Johnson & Co., E. A.	41	Wessel, Duval & Co., Inc.	91
Journal of Commerce, The	62	West Coast Line, Inc.	59
Junta de Exportacao do Cafe Colonial	2	Wilhelm & Co., R. C.	36
		Ziel & Co., Inc.	92
		Zink & Triest Co.	88



Merry Christmas

To all our friends in the Coffee Trade, both in
the United States and in the producing countries.

With 1952 approaching we send our best wishes
for continued success in business together with our
warmest hopes for personal health and happiness.

Merry Christmas
and a
Happy New Year

OTIS McALLISTER

Since 1892

310 Sansome St.
SAN FRANCISCO
4

129 Front St.
NEW YORK
5

510 N. Dearborn St.
CHICAGO
10

837 Traction Ave.
LOS ANGELES
13

321 International Trade Mart
NEW ORLEANS
12

Merry Christmas



Importers of Green Coffee

THE EAST ASIATIC COMPANY, INC.

103 FRONT STREET NEW YORK 5, N. Y.

